

JANUARY, 1960

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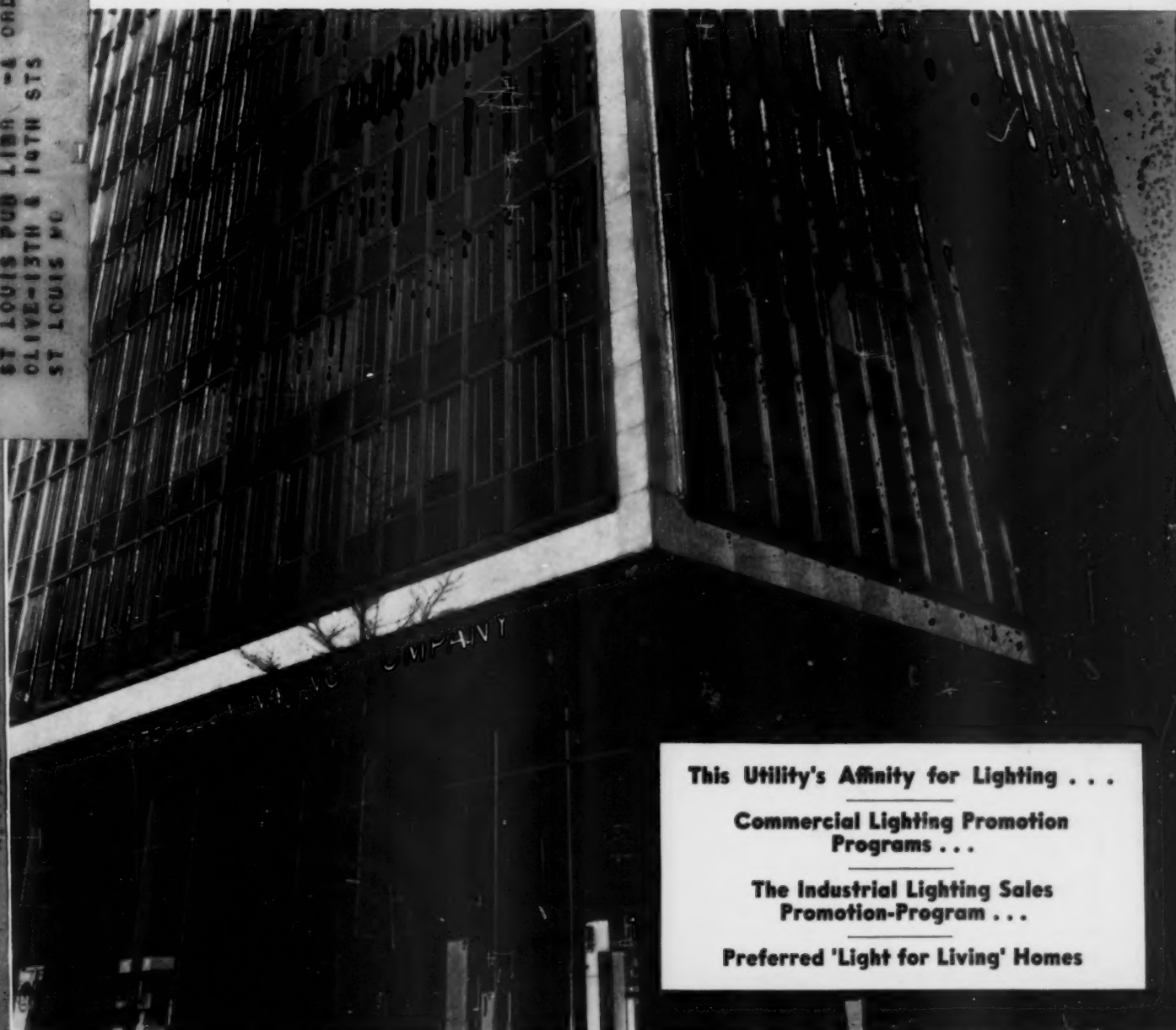
Lighting

Reference Dept.
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Cleveland Electric Illuminating Company Issue

MR LEONARD BALZ-CH OF CATALOGUE
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This Utility's Affinity for Lighting . . .

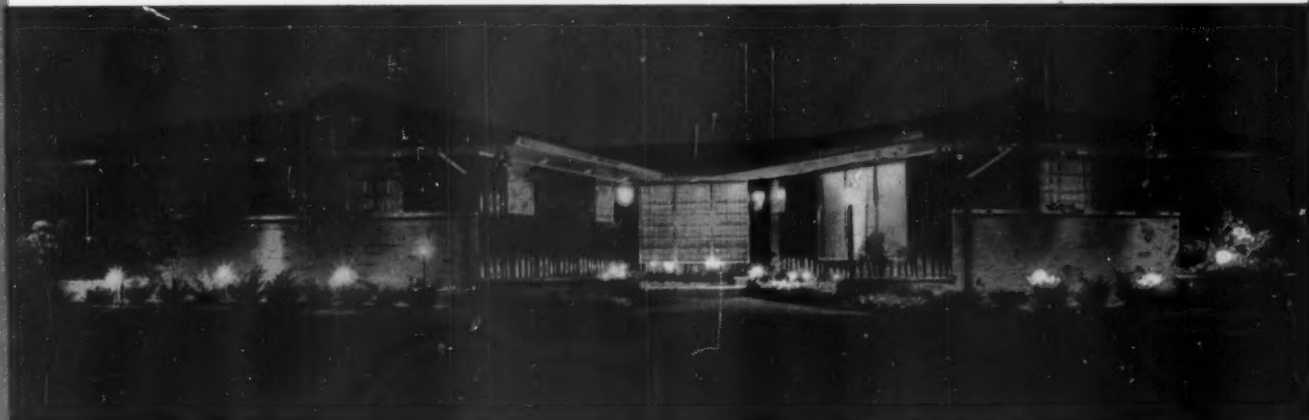
**Commercial Lighting Promotion
Programs . . .**

**The Industrial Lighting Sales
Promotion-Program . . .**

Preferred 'Light for Living' Homes

VIRDEN "light ideas" in action

...in the Total Electric Home



... "Electrifying" exterior beauty

CEI Total Electric Home is located in Mentor, Ohio. Builder: P. W. Reynolds



... Adding beauty and easing tasks in work areas

These are but a few examples of the unusual and exciting charm created with Virden fixtures in the Total Electric Home.

What has been accomplished here can easily be done in any home. "the light idea" by Virden presents unlimited possibilities—possibilities limited only by the imagination—to make homes more liveable, loveable ... exciting and practical!

For more ideas you can use, see your Virden distributor or write Virden Lighting, 5209 Euclid Ave., Cleveland 3, Ohio.

... Accenting and glamorizing focal points



VIRDEN LIGHTING

A Division of the
John C. Virden Company
Cleveland 3, Ohio

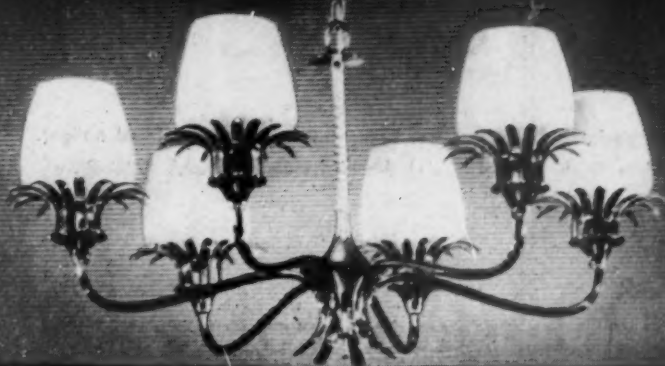
GLOBE

presents

new glamour and elegance
in 3 exciting series

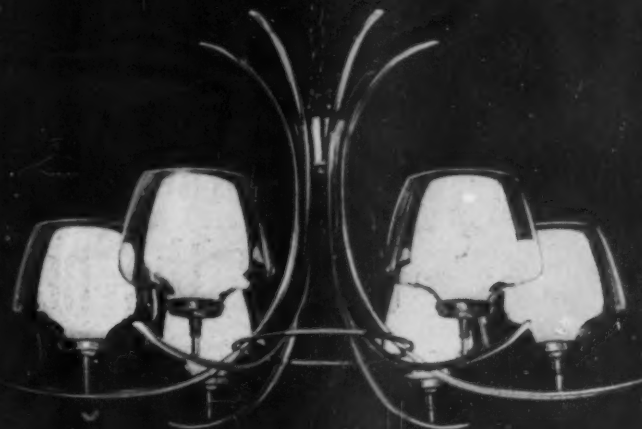


Renaissance



Golden Petal

Globe Lighting Products, Inc. over a third of a century of lighting leadership
Factory: 1710 Flushing Ave., B'klyn 37, N. Y. Showroom: 16 E. 40th St., N. Y.
Chicago Showroom — 325 N. Wells St.



Smoked Goblet

SMOKED GOBLET series*

This collection brings a smart, new decorating touch to modern living. Smoked glass surrounding a center goblet of pure white creates a mellow lighting effect that gives rooms an unusual touch of warmth and splendor.

GOLDEN PETAL series*

Crisp and fresh in its bold concept, the Golden Petal series literally blossoms forth with a lighting radiance all its own as gold-like petal adornments glitter beneath white opal shades in a fantasy of lighting poetry.

RENAISSANCE series*

The stained glass artistry of old world craftsmen has been captured in this startling new series of lighting fixtures for indoors and outdoors. The splash of shimmering colors in each fixture lends a warm glow to room decor of today — modern or period.

*the Golden Petal and the Smoked Goblet series include a 6 lt., 5 lt., 3 lt., 1 lt. and bracket.

*the Renaissance series includes a 3 lt., 1 lt. companion piece, large 1 lt., diamond shaped pendant. Outdoor pieces — pendant lantern, flush ceiling oblong and coach lantern.

Send for literature beautifully illustrated in full color

GLOBE

Lighting Products, Inc.

Dept. L 1710 Flushing Ave., Brooklyn 37, N. Y.

Name

Company

Address

City Zone State

OUR THANKS

to you, whose patronage has made our hopes of moving to larger quarters a reality. The resulting increased production, additional lines and greater stocks mean more profit for you and better than ever delivery of any item in any quantity.

OUR CORDIAL INVITATION

is extended to distributors to visit our new plant at any time. Come see why we can help you raise your net.

Bernie Spear
PRESIDENT

Avail yourself of the many benefits that come with the Del-Val line of quality fixtures. To get the facts, write, wire or phone. You will surely agree that for increased profits in 1960, De'-Val is The line to stock

this is the new Del-Val

"Pull Down"



It's a new 21" floral perforated shade, 4-lite, 3-way turn switch and filtered uplight. Comes in antique white finish (7021-Ant. wh), brushed aluminum finish (7021-Br. al) and Brushed brass finish (7021-Br. br).



manufacturing company

519 WEST HUNTINGDON ST., PHILA. 33, PA.

PHONE: NEBRASKA 4-1100



R. E. Cleary

DEAR READER:

The entire staff of LIGHTING magazine is especially proud of this issue—another first.

You will note that the entire issue is devoted to "how the Cleveland Electric Illuminating Company, sells more and better lighting in the Cleveland area." Mr. E. L. Lindseth, the President; Mr. Robert C. Heinton, the Vice President; Mr. Karl H. Rudolf, the Vice President in Charge of Marketing are all well-known and respected men in the industry. Other experts like Mr. Raymond K. Wyman, Manager of Industrial Sales; Mr. William T. Clark, Manager of Residential Sales; Mr. Frank A. Kender, Manager of Commercial Sales; Mr. Richard L. Dechant, Manager of Area Development Sales, have contributed material and illustrations for this special issue.

I'm sure you are going to find this issue of real significance, because it will illustrate every type of lighting job that you as a reader, will be either specifying, recommending or selling.

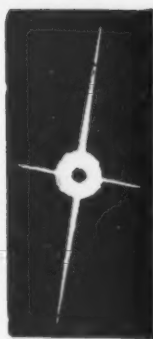
We plan other utility issues in the future and would certainly appreciate your comments. Please take the time and drop us a line.

Finally, I want to pay tribute to the men that work at CEI who made this most interesting issue possible. Mr. James M. Yasinow, Mr. George E. Foderaro, Mr. Frank E. Mueller, Mr. Albert E. Schultz and Mr. Elvyn E. Gayman. Mr. Randy J. Miller's department, through Mr. Robert W. Coan did a superb job of coordinating this effort. Thanks to all of you. It was most enjoyable to work with you.

Richard E. Cleary
Publisher-Editor

On Our Cover

The Cleveland Electric Illuminating Company building rises twenty-two stories above Cleveland's Public Square. The concrete and glass giant was the first skyscraper to join the Cleveland skyline in 25 years. The finest lighting throughout this building is particularly emphasized in the office of the president of the Cleveland Electric Illuminating Company; Mr. Lindseth's office features a luminated ceiling with nine levels of intensity, ranging from 50 to 450 footcandles.



The LIGHTING Industry's Exclusive Magazine

Lighting

JANUARY

1960

VOLUME 76

No. 1

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VOLUME 76

NUMBER 1

LIGHTING, January 1960

Published monthly by Krieger Publications, Inc., at 34 N. Crystal St., East Stroudsburg, Pa., with editorial and executive offices at 114 East 32nd Street, New York, N. Y. Yearly subscription, \$4.00. Foreign subscriptions, \$5.00. Single copies, 45 cents. Entered August 31, 1932, as second class matter at the Post Office at East Stroudsburg, Pa., under the Act of March 3, 1879.



NO SUPPLEMENTARY LIGHTING—Here inside the new wing of Assembly Products, Inc., the Power Groove general lighting does all the work—without supplementary lighting—improving appearance and efficiency, reducing initial cost and operating expense.

"Our new building cost us 50¢ a square foot less—just by using new General Electric Power Groove Lamps!"

says Mr. John D. Saint-Amour, President, Assembly Products, Inc., Chesterland, Ohio

When Assembly Products, Inc., an aggressive and growing manufacturer of meter-relays, added a new wing to its plant in Chesterland, Ohio, it quickly settled on new General Electric Power Groove Lamps. Why Power Grooves? Because they got more light per lamp—so they needed fewer lamps and fixtures. They got a comfortable 250-footcandles on the work, and saved 50¢ a square foot over the next most powerful fluorescent lamp type.

In a recent letter to General Electric, Mr. John D. Saint-Amour, president of Assembly Products, said: "The Power Groove system recently installed in the new wing of our plant has already proved to be a valuable investment. In the older plant area, both general lighting and supplementary lighting were required. The gen-

eral lighting *alone* is all that's needed in our new wing. We're confident this new lighting system will result in better, faster, and more efficient production."

PLANNING NEW LIGHTING? Then find out all about the new G-E Power Groove

Lamps. They come in 4, 6 and 8-foot lengths—designed to deliver up to 15,000 lumens, and they're interchangeable with original Power Grooves. For more information, write: General Electric Co., Large Lamp Dept C-04, Nela Park, Cleveland 12, Ohio.

SAVINGS ON INITIAL INVESTMENT BY USING G-E POWER GROOVES COMPARED TO OTHER 8-FOOT FLUORESCENTS

(Based on a 250-footcandle level, at about \$2.06 per square foot using Power Grooves)	SAVINGS PER FOOT	SAVINGS PER 10,000 FT.
POWER GROOVES vs. 8' HIGH OUTPUT LAMPS (at \$2.56/sq.ft.)	50¢	\$5,000
POWER GROOVES vs. 8' SLIMLINE LAMPS (at \$2.83/sq.ft.)	77¢	\$7,700

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with the fastest selling quality line...

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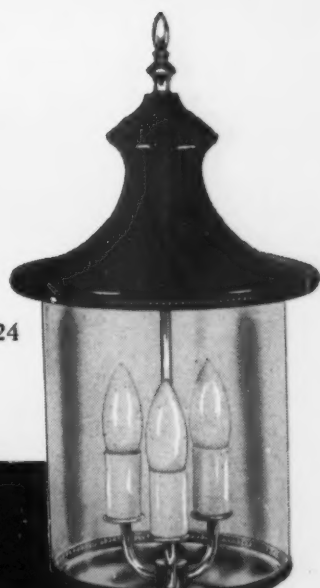
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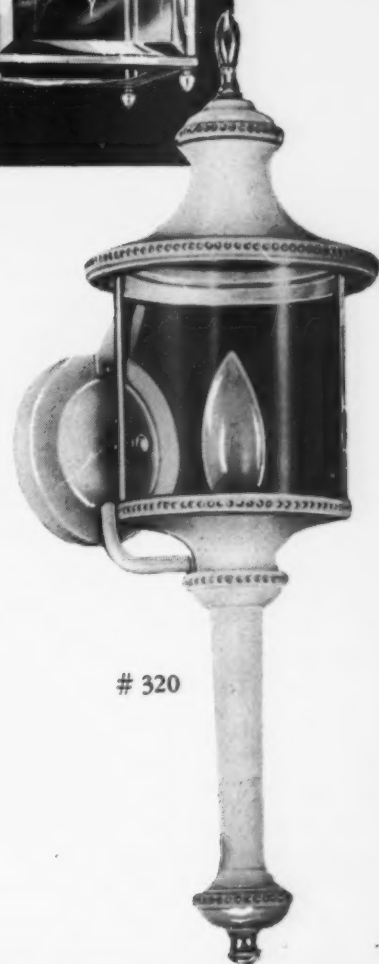
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#320



Excitingly different ARTOLIER designs stand out in any showroom; and everyone a star—everyone a fast seller. Feature nationally advertised Artolier... world's largest manufacturer of quality lanterns.



ARTOLIER CORP.
LANZA AVE., GARFIELD, N. J.



VERSATILE lighting with Trombolite's one-man band of action: incandescent only—fluorescent only—or the incandescent-and-fluorescent combination! Add Trombolite versatility (in positioning with extension to 39 inches, rotation in a full 360 degrees, all-around swiveling and complete assortment of desk, wall, floor and bench mountings) and you have the ultimate in home, office and plant lighting. The sweet music of the Amplex Trombolite story is available to you in our newest brochure. You can be a one-man band of information on Trombolite! *Desk models—\$34.25 less lamps*

amplex **TROMBOLITE**



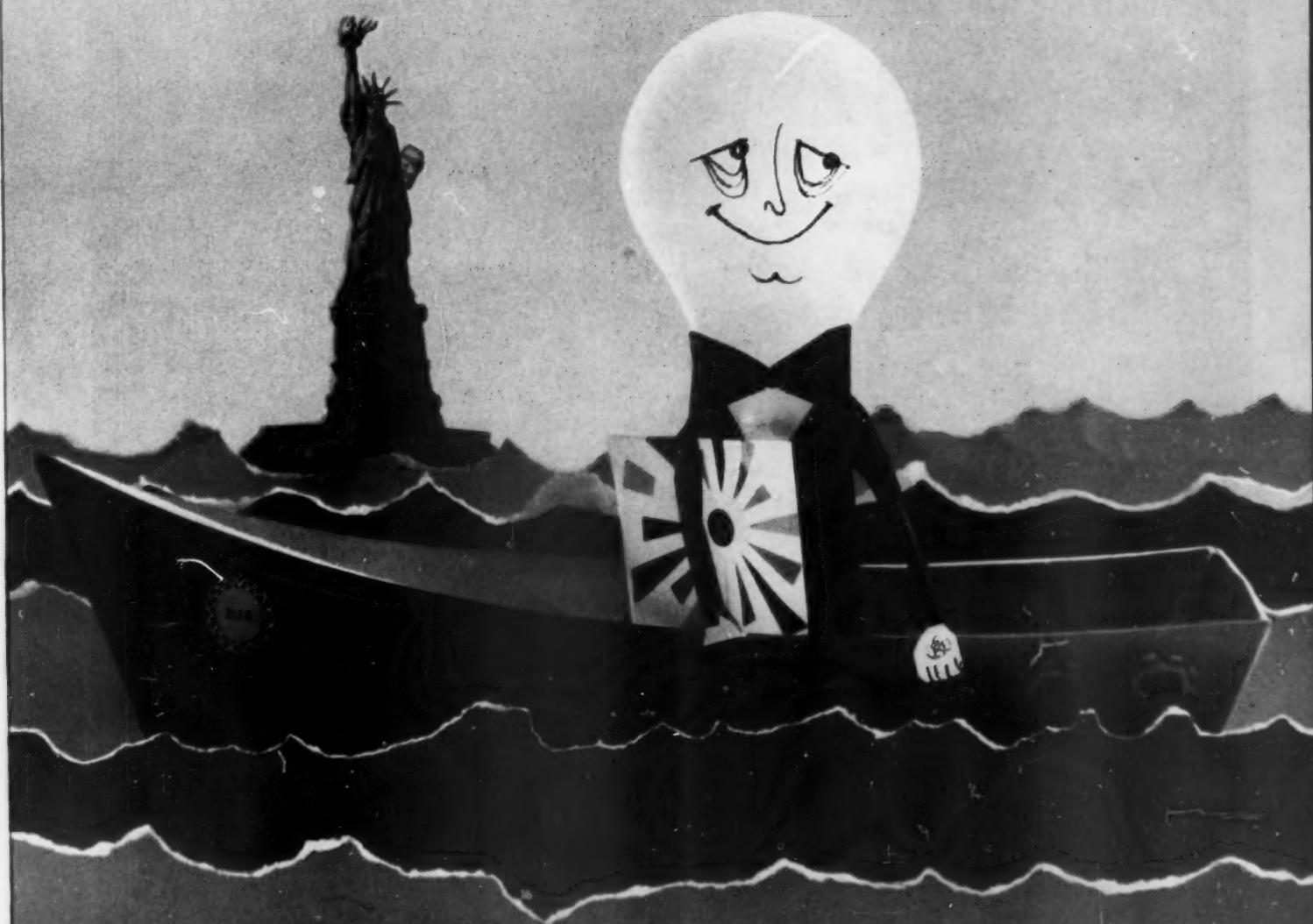
Write for new brochure:
 Amplex Corporation
 214 Glen Cove Rd.
 Carle Place, L. I., N. Y.

I've just returned from Europe where I visited the factories that produce the glass for EJS fixtures. Believe me, it's a pleasure to be a bulb if you find your way into an EJS creation. The same perfection EJS demands at home is a cherished tradition of these old world craftsmen. But you needn't go to Europe to be impressed. Every part of an EJS fixture is a perfectionist's dream. Combine this flawless quality with the largest selection of colors and variations, add swift service and a firm sales policy — and you just won't find a better source. Send for the new EJS catalog and convince yourself the easy way.



EJS LIGHTING CORPORATION

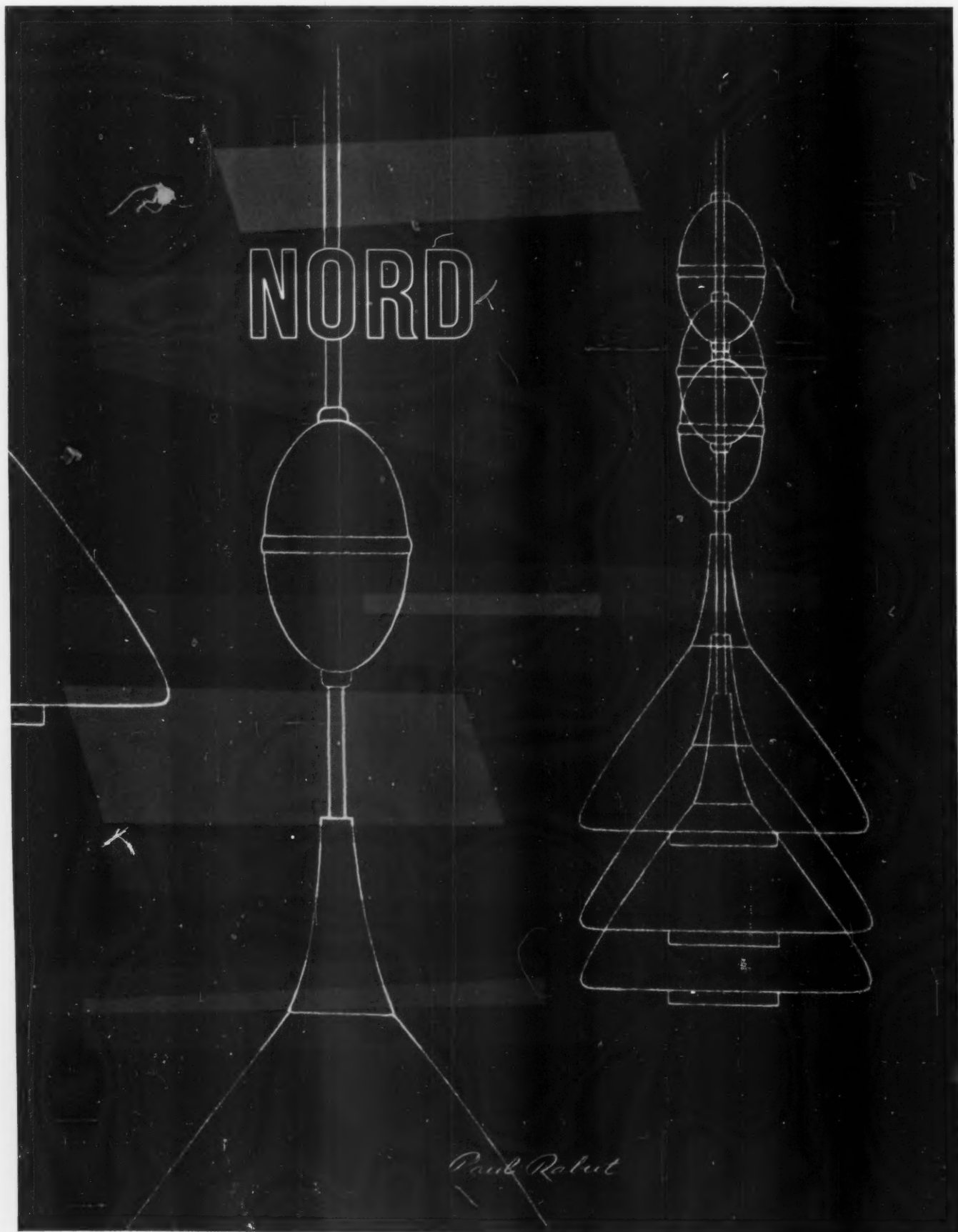
IT'S GOOD TO BE BACK HOME



921 East Pico Boulevard, Los Angeles 21, California / Chicago Warehouse: 2719 N. California Avenue, Chicago 47, Illinois, DICKENS 2-6613 / Philadelphia Warehouse: 309-11 Arch Street, Philadelphia 6, Pennsylvania, MARKET 7-0427

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Order Now —



No. 1220 — 12" Rd. — 2 Lite

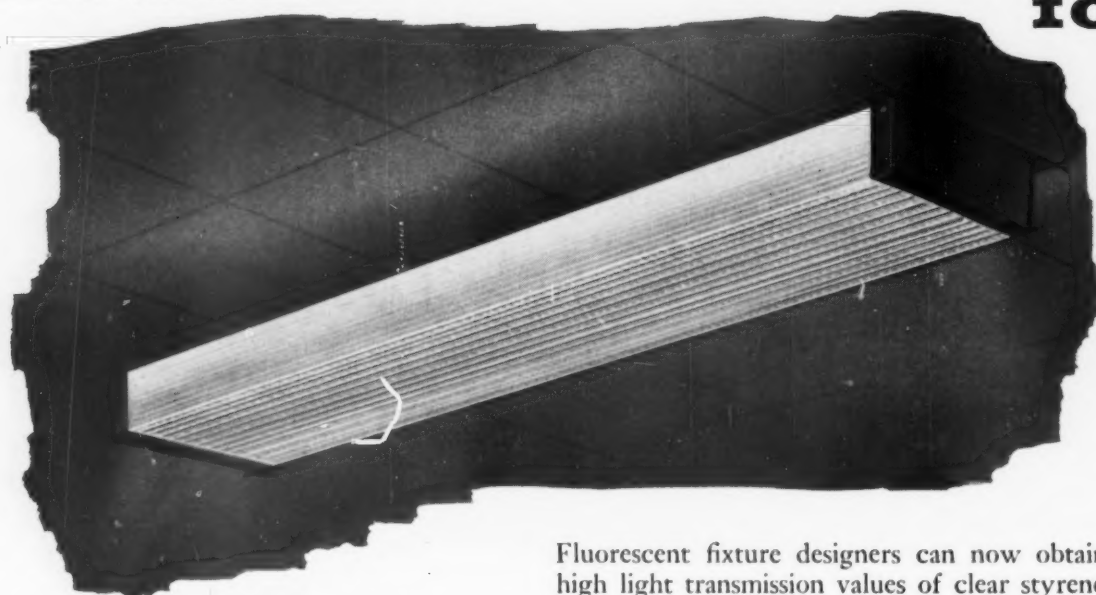


No. 1210 — 12" Sq. — 2 Lite
No. 2410 — 14" Sq. — 2 Lite



SHEFFIELD PLASTICS, INC.

Announces for



Directo-Lite*

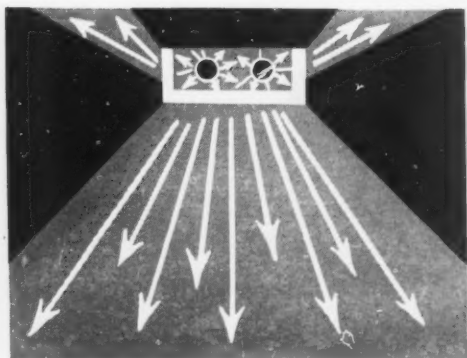
Fluorescent fixture designers can now obtain the high light transmission values of clear styrene diffusers, yet avoid their usual eye-straining surface brightness. Sheffield engineers have succeeded in designing prismatic configurations for these diffusers

*Trade

Directo-Lite Diffusers have a prismatic sidewall of clear styrene, so designed that light emitted by the sides is refracted down onto work area or up to the ceiling, where it reduces ceiling-fixture brightness contrast. Cut-off in the area between 45-degrees and the ceiling is excellent. Glare and bright spots are thus eliminated.

NEW DIRECTO-LITE DESIGN PROVIDES

- Higher Fixture Efficiency
- Increased Down Lighting
- Excellent 45-Degree Cut-Off
- Low Surface Brightness
- Indirect Ceiling Illumination
- Clean Attractive Lines



45-Degree Cut-Off

and more efficient illumination on ceiling and work areas is provided by unique Directo-Lite prismatic design.

Sales Offices

New York, N. Y.: Drexel Hill, P.
Chicago: Bill Brown Sales Co., Inc.
San Francisco: Courtney Associates



Directo-Lite vs conventional clear styrene diffuser. Note low surface brightness, good 45-degree cut-off and cone of light on ceiling refracted through sidewall of Directo-Lite wrap-around at right.

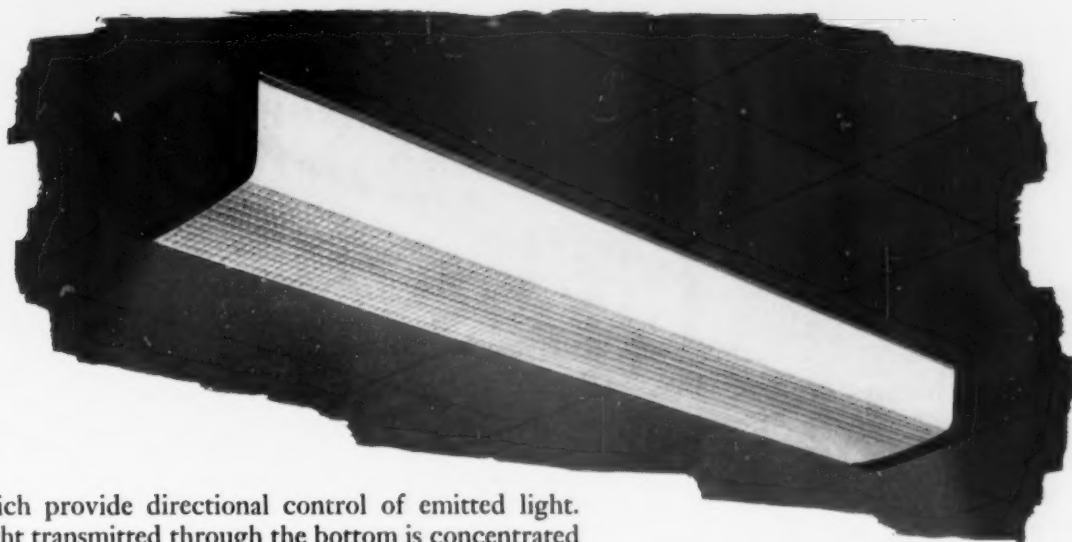


FIRST IN PLASTICS

SHEFFIELD PL

SHEFFIELD, MASS.

Two New Wrap-arounds for fluorescent fixtures



Tu-Tone*

which provide directional control of emitted light. Light transmitted through the bottom is concentrated on the work area below. Above 45-degrees it is cut-off sharply, thus increasing fixture efficiency, improving appearance and cutting eyestrain.

Tu-Tone Diffusers combine white, translucent sidewalls with the clear prismatic bottom to give a modern 2-color effect. Sheffield engineers developed a new manufacturing technique to do this — at a cost comparable to conventional single-color styrene diffusers. The process can be used for a wide variety of old or new fixture designs with all types of return legs for hinging purposes.

NEW TU-TONE DESIGN PROVIDES

- Modern two-color effect at low cost
- Increased Down Lighting
- Excellent 45-degree Cut-Off
- Glare-Free, Low Surface Brightness
- Flexibility in Design
- Novel Appearance



Prismatic lens design on bottom of Tu-Tone diffuser directs all emitted light down on work areas, yet prevents glare or bright spots.



Translucent sidewall of new Tu-Tone Diffuser hides light source completely. Note sharp 45-degree cut-off by prismatic lens on bottom.

Sheffield Plastics, Inc.
Sheffield, Mass.
Dept. O1-A

..... Send technical data on Tu-Tone Diffusers.

..... Send technical data on Directo-Lite Diffusers.

..... Have your representative call.

Name..... Pos.....

Company.....

Street.....

City..... Zone..... State.....

WRITE FOR FURTHER DETAILS

Find out how you can create entirely new fixture designs, add sales appeal to existing fixtures — at little or no added cost — and increase fixture efficiency and beauty. Complete technical data is readily available. Use the coupon below or write to Sheffield Plastics, Inc., Dept. O1-A, Sheffield, Mass.

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FOR LIGHTING

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SHEFFIELD,

MASS.

RLM

REFLECTORS FOR STANDARD AND ANTI-ARC DISCONNECT SOCKET

RLM approved porcelain enameled dome reflectors, 12"-20" diameters.

Complete line of dome, O.B. series, shallow dome, deep bowl, emblem sign, angle and elliptical angle reflectors for standard and Anti-Arc shock absorbing disconnect sockets.

Heavy gauge steel reflector finished in lifetime porcelain enamel, green outside, titanium acid resistant white inside, up to 89% reflection.

ELLIPTICAL REFLECTORS



Porcelain enamel in 300 — 1500 W. with Standard and Anti-Arc shock absorbing disconnect sockets.

Various reflector styles grooved for 2 1/4" shade holder in dome, deep bowl, angle, shallow bowl and cone shapes. With or without weatherproof sockets or Fast-on Fast-off Sockets.

GYM LIGHTS



For gymnasiums, auditoriums, schools and churches.

In porcelain enameled steel or anodized aluminum, in diameters of 15"-19", and top heights from 6 1/2" up to 12 1/2".

Wattages from 150 to 1500 watts; also 400 watt mercury. For information on the new No. 99 fibre glass and aluminum gym light, write your Spero representative or the factory.



UPLIGHT HIGH BAY — ALUMINUM

20" dia. for H-400RC1 mercury color improved. 24" dia. for 1000 watt mercury lamps. Proper top opening emits 16% up-light to ease contrasts and give even illumination.

Spero Uplights embody 35% shielding, 82% efficiency, 6000 hr. lamp life and have visual comfort index of better than 90%.



HIGH-BAYS

Porcelain enameled High Bays for 500 to 1500 watt incandescent lamps and all types of 400 and 1000 watt mercury vapor bulbs, 16" to 24" diameters.

Aluminum High Bays, 14" to 24" diameters, with anodized or Alzak finishes for 300 to 1500 watt incandescent bulbs, and all types of 400 and 1000 watt mercury lamps.

All High Bays are vented or slotted for cleaner units with longer burning lamps.



PL-6 LIGHTING UNITS

Cast aluminum weatherproof low wattage luminaire. Eliminates glare on top and sides. Narrow beam of light through fresnel lens spreads light out and down. 25 W.

Ideal for steps, walks, driveways, aisles, hospital night lights also in style PL-5 for marker, warning or signal light.

LAMP HOLDERS AND ACCESSORIES



Weatherproof, fully wired, universally adjustable. Med. base for PAR-38 — R 40 Lamps. (Also mogul base.)



For PAR 56, 300 W. lamps. Lamp rotates within housing for variety of beam spreads. Heat-resisting clear lens. Complete line of accessories for mounting above lampholders.

S P E R O

- * REFLECTORS
- * HIGH BAYS
- * VAPORTIGHT
- * FLOODLIGHTS
- * LAMPHOLDERS

THE ENGINEERED LINE

WRITE FOR COMPLETE CATALOG NO. 10



FLOODLIGHTS

For athletic fields, protective lighting, etc. 750 — 1500 watts incandescent, also 400 watt mercury; Anodized aluminum reflector and cast aluminum housing, variety of beam spreads, clear, stippled or colored lenses.

Other types available: 100 — 500 watt aluminum. Open or enclosed porcelain enamel units for 300 — 1500 watt or bi-post lamps and in all mounting styles for commercial or residential use.



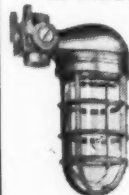
SHOVEL FLOODLIGHTS

Steel reflector. Green vitreous porcelain enamel outside, white inside, up to 89% reflection. Concealed wiring trough from socket into pole. Also in styles for crossarm and pipe mounting. The ultimate in general purpose floodlighting of large areas.

Also a complete line of elliptical floodlights for 300 — 1500 W. or bi-post lamps and in all mounting styles.

VAPORTIGHT LIGHTING FIXTURES

Complete line of cast aluminum Vaportight fixtures, pendant, ceiling type, outlet box, wall and angle type, available with cast aluminum screw-on and clamp-on guards, and wire clamp-on and screw-on guards. From 50 to 500 watts.



Left: Bkt. type for wall or conduit mtg. with up to 5 hubs, 1/2" or 3/4".

Right: Ceiling type mounts directly to 3 1/4" or 4" outlet box. Furnished with #18 or #14 wire leads.



Ceiling type unit illustrated features one piece casting, porcelain enameled reflector with keyway slots for easy mounting and choice of screw on cast aluminum or wire guard, or clamp on cast aluminum or wire guard.

Dome, Shallow Dome, and Angle porcelain enameled reflectors available for pendant and outlet box mounting types, 50 — 500 watts and ceiling type, 50 — 300 watts.

Complete Line of Accessories Available for Above Fixtures



Only a few of the many Spero units and accessories designed for superior lighting are shown on this page. Outstanding in their application, yet low in cost they are ideal for countless requirements. Get acquainted with this extensive line by writing for Catalog No. 10 today.

THE SPERO ELECTRIC CORPORATION

20500 St. Clair Ave.

Cleveland 17, Ohio



Piolite

UVR LAMINATED VINYL PANS

for longer Light Stability

New Standards for light stability can now be expected with PIOLITE UVR VINYL PANS. The superior performance available with this new material typifies the complete line of PIOLITE PLASTIC LIGHT DIFFUSERS.

PACKED WITH ADVANTAGES —

Unlimited light patterns — they form any design that can be made with standard 12" Ceiling Tiles.
Offered in a wide range of designs.
Also available in various New Textured Designs.

A LEADER IN BETTER LIGHT DIFFUSERS —

Smart, contemporary designs have made PIOLITE DIFFUSERS popular for use in Luminous ceilings or fixtures, at moderate cost.
Available in standard 2x2, 3x3, and 4x4 sizes.

PIOLITE OFFERS PLASTIC ENGINEERING

Helps put your product in profitable shape. We fabricate your ideas into profit-makers. Piolite Engineers will work with your designers to demonstrate how high quality plastic forming can add extra sales appeal to your product.

Are flame retardant; listed by U.L. for use under sprinklers, and approved by Factory Mutual Laboratory and rated as "SELF EXTINGUISHING"—ASTM D568-56T.

Hi-Impact UVR Laminated Vinyl, Hi-Impact Vinyl, Polyflex and Medium-Impact Styrene

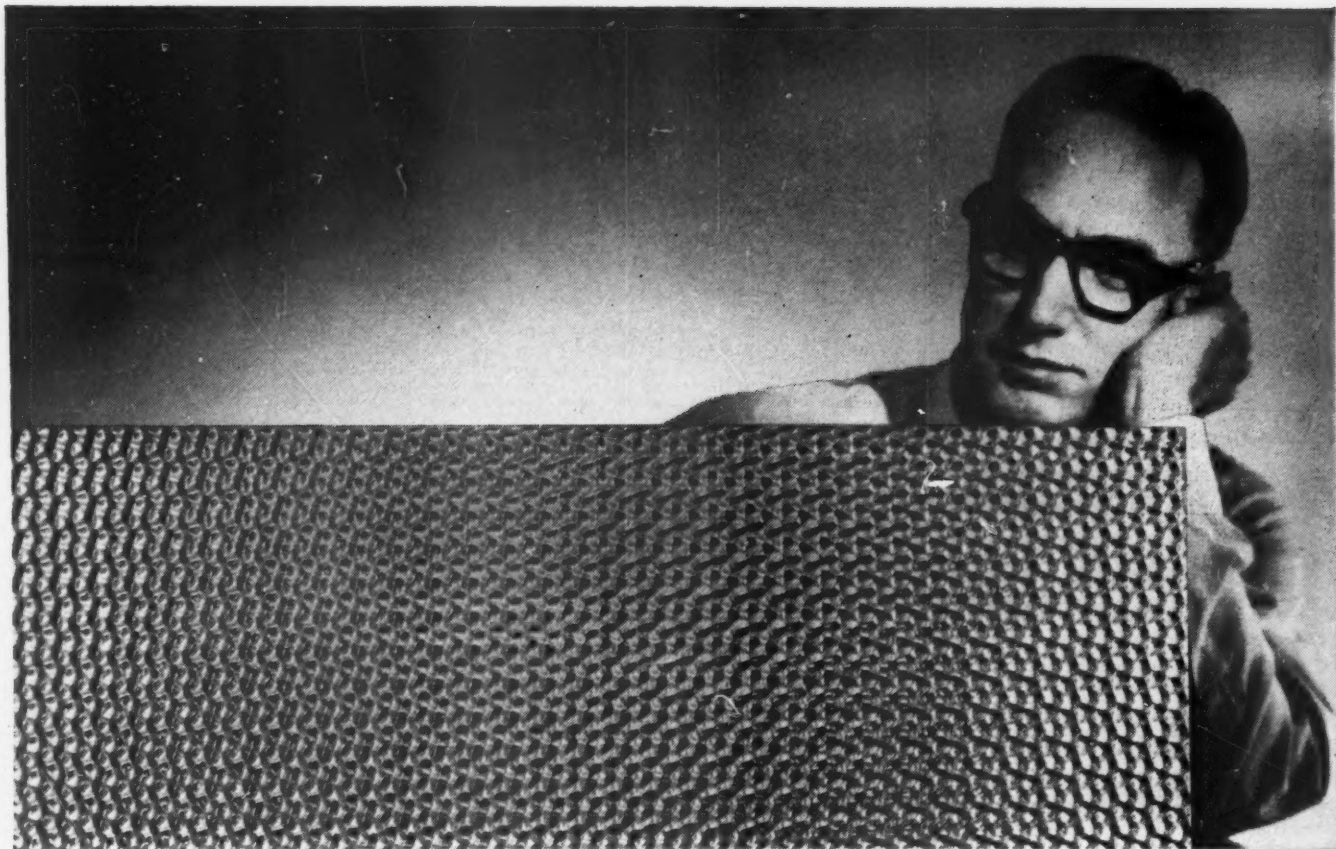
PIOLITE PLASTICS CORP.

DIVISION OF PIONEER PLASTICS CORP.

28 GOODHUE STREET • SALEM MASSACHUSETTS

MANUFACTURERS OF PIOLITE

CRYSTOPAL 71



A PATTERNED GLASS THAT SOLVES BOTH YOUR LIGHTING PROBLEMS

When you want soft, diffuse light, but still require high-level illumination with brightness control, call for Crystopal No. 71. A new concept in lighting glassware, it combines a water-white crystal for prismatic control with a small amount of opal for diffusion—all in a single, lightweight panel.

The crystal prisms of Crystopal No. 71 not only control brightness but at the same time bend the light beams down in order to effect higher

illumination levels.

The partial opal reduces reflected glare, offering better panel obscurity of the light sources.

The pattern is modern with a random-appearing texture which blends beautifully with ceiling tile or acoustical plaster.

As a glass, it is permanent—never

sagging, warping or discoloring—and is easily maintained simply by wiping with a damp cloth.

For troffers, shallow surface-mounted fixtures or suspended luminaires—in single panel sizes up to 2' x 4'—specify Crystopal No. 71. Get complete information by writing to: 62 Crystal Street, Corning, N. Y.



CORNING GLASS WORKS

CORNING MEANS RESEARCH IN GLASS



another design achievement from

Ruby Philite

*F*rom RUBY-PHILITE, whose design and engineering excel-

lence have made it the unexcelled leader in commercial and industrial lighting for more than a generation, comes another great achievement—The Interfaith Church Center, a 19-story office building on New York's Riverside Drive. Here, a new steel-framed Ruby-Philite troffer, featuring No. 70 Corning Glass and an exclusive leak-proof panel door, provides even, cheerful illumination...with the accent on good taste, economy and ease of maintenance...Another reason why people who *know* depend on Ruby-Philite.

Architect: Voorhis, Walker, Smith and Smith

General Contractor: Turner Construction Co.

Contractor: J. Livingston, Inc.



Ruby Philite

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**Order Your
Copy NOW !!!**

ABOVE ALL:

LUSTREX PERMA TONE STYRENE LOUVERS!



Get all the usual advantages of styrene in lighting plus a resistance to yellowing up to 2 to 3 times that of regular styrene. How? Specify Lustrex perma tone styrene. Specially developed to meet IES-NEMA-SPI joint specifications for ultra-violet light-stabilized styrene, this special Lustrex formulation exceeds these specifications and provides the large area of illumination, good diffusion, light weight for easy handling, good dimensional stability, and low cost that you have come to expect of styrene.

Perma tone offers unlimited translucencies in white and a complete color range. Proven in use by leading fixture manufacturers, molders, lighting engineers, architects, it has not been modified since 1956.

For free technical report on Lustrex perma tone styrene, including accelerated test results and other valuable data on styrene in lighting, write to Monsanto Chemical Co., Plastics Division, Room 704, Springfield 2, Mass.

LUSTREX: Reg. U.S. Pat. Off.

MONSANTO innovator in **PLASTICS**

Louvers in London Public Utilities Building, London, Ontario by Wakefield Lighting Limited, London, Ont. Architect: Harold Hicks, London, Ontario; Electrical Contractor: J. V. McDonnell Electric Co., London, Ontario



THOUGHTFUL Americans everywhere are facing a problem: the drifting away from the original concept of the nation that the individual take care of himself and be free—drifting toward a society in which the government takes care of the people.

A review of the past 30 years indicates just how far the country has drifted off course.

Federal non-defense spending has increased from \$2.6 billion in 1930 to \$28.1 billion in 1959, over ten times what it was then.

Federal government non-defense spending per family has increased from \$86 in 1930 to \$548 in 1959, more than six times as great.

In May 1959, Senator Harry F. Byrd said, "Nearly 40 million Americans will receive direct payments from the Federal Treasury this year."

In December, 1954, Rowland R. Hughes, then Director of the Bureau of the Budget, said, "(The Federal Government) is, among other things, the largest electric power producer in the country, the largest insurer, the largest lender and the largest borrower, the largest landlord and the largest tenant, the largest holder of grazing land, the largest owner of grain, the largest warehouse operator, the largest shipowner, and the largest truck fleet operator. For a country which is the citadel and the world's principal exponent of private enterprise and individual initiative, this is rather an amazing list."

All taxes in 1930 took 13% of the national product, as compared to 29% in 1958, 2.3 times as large.

The purchasing value of the consumer dollar has dropped from \$1.00 in 1930 to less than 60c today. There is every indication that this trend will continue into the future, unless something is done.

The national debt has grown from \$540 per family in 1930 to \$5500 per family in 1959, an increase of more than 900%. In this year of great prosperity the government is not required to live within its income from Federal taxes. The nation is about to go further into debt, meaning it will borrow from future generations and may devalue the dollar in order to get more government hand-outs today.

History teaches that if this trend continues the United States will finally have adopted a complete planned economy, the welfare state, the age-old system under which government controls and runs everything, where government is supreme and the individual is not free—the kind of system used in Russia today. The country will have ended a great experiment in freedom which built the greatest civilization and standard of living ever known.

This is not something the Communists are doing

although they do encourage it and are helping it along. This is something we Americans are doing ourselves, with our eyes open. We are drifting in this direction because we, as a people, are calling upon our government to do more and more of those things which Americans can and should do for themselves.

Analysis

In a free society, the government is responsive to the people. They will get what they want. The problem has to do with people—their attitude, emotions, fears, hope, desires and beliefs—their knowledge or lack of knowledge of business affairs and public affairs. The means are now available by which these factors can be measured with considerable reliability.

Over the past 25 years a great deal of scientific research has been devoted to the subject of knowledge related to attitude. All of this research discloses a strong correlation between a person's knowledge of facts and his attitudes and desires. The research shows that facts can be communicated to people in all levels and walks of life—and further, that their attitudes change when they know the facts.

Research shows:

1. People want more things. This is the strongest motivating factor having a bearing on the problem.
2. Most people believe that workers are not getting a proper share of the fruits of their labor. They think profits are too high.

They believe most of the corporate income goes to owners and top management, not to the workers.

3. They believe that rich people get too big a portion of the total income and thus deprive the others of a fair share.

4. People who believe these things seek to remedy what they believe are inequities by turning to the government. They call on government to control profits. They ask government and labor leaders to get them a bigger share of the national income. They call for high taxes on high incomes and government redistribution of wealth so that government can give them money, services and help. They believe government can tax corporations, not knowing such taxes are generally included in the prices the consumer must pay.

Until the facts about the free enterprise system are known and believed, there will be continued demands for high government spending, for spending beyond income, and more demands for wage increases that cannot be met without raising prices—all of which are bound to create greater inflation. And, further, there will continue to be demands for increasing government operation of the economy.

Continued on page 56

What Shall We Do To Preserve Freedom?

By Edwin Vennard
Managing Director
Edison Electric Institute



PLEXIGLAS

...for lighting that stands out and stands up



Sixteen 4' x 4' pan-type diffusers of white translucent PLEXIGLAS are used to light the striking new branch office of Mechanics National Bank in Levittown, N. J. Architect: Clifford Garner.

Handsome buildings deserve the *best* in lighting, and they get it when lighting equipment includes diffusers or lenses made of PLEXIGLAS® acrylic plastic. PLEXIGLAS provides highest efficiency in transmission and diffusion. It is rigid, with a smooth, easily cleaned surface. Above all, it is a *durable* material—highly resistant to breakage, and free from discoloration even after years of exposure to fluorescent light.

We will be pleased to send you the names of manufacturers whose lighting equipment is based on the use of PLEXIGLAS.



Chemicals for Industry'

**ROHM & HAAS
COMPANY**

WASHINGTON SQUARE, PHILADELPHIA 5, PA.

In Canada: Rohm & Haas Company of Canada, Ltd., West Hill, Ontario

This Utility's Affinity to Lighting



Karl H. Rudolph, Vice President, Marketing, Cleveland Electric Illuminating Co.

by Karl H. Rudolph

AT the Illuminating Company, we feel a special affinity for good lighting, and all efforts to promote it. This feeling is easy to understand when you consider that lighting makes one of the biggest single contributions to our total revenues.

At first thought, this might seem like a natural endowment, since, after all, the importance of seeing is well established, and people cannot see without light. But we remember the research, the engineering, the selling that brought us from the bare, uncoated incandescent to the luminous ceiling of 150 foot-candles and up. Then we look into the future, and we see 500 foot-candles as the ideal lighting for industrial and commercial use, and a complete revolution in lighting for the home. And we know these things will not happen unless research and engineering continue at a fast pace and we continue to win acceptance for their achievements through constant promotion and selling.

At the Illuminating Company, lighting promotion is a year-around venture. Each sales department—Commercial, Industrial, Residential and the Street Lighting Section of the Development Department—is assigned to promote lighting most effectively in its own specialized area.

At the base of all promotional activity are the highly skilled lighting specialists that staff each sales department. Their function is to give free consulting service to customers, and to help them solve specific lighting problems. In addition, they conduct meetings with trade allies and prospects that include informative talks by important personalities in the lighting industry, arrange demonstrations of good lighting techniques and recently, guided tours of the Illuminating Company's superbly-lighted office areas.

In support of personal efforts by these lighting specialists there is a steady stream of advertising—direct mail, newspaper, magazines—to keep customers informed of what's new, what's best in lighting.

In the pages that follow, you will read about some specific approaches of the sales departments, and see pictures that show some of the results.

It is, I think, significant that many people still refer to the electric utility which serves their community as "the light company." The name is a carryover from the days when all this country's "light companies" were exactly that, and nothing more.

Today we have a myriad other uses for electricity. But lighting remains basic. I believe that if the American people were to be deprived of all their electrical servants, lighting is the one they would most sorely miss.

Yet, strangely enough, there is an almost Victorian attitude toward lighting on the part of many people, in contrast to their feeling about other electrical uses. Psychologically, they are still not far removed from the caveman who considered his flickering fire the closest possible approach to daylight. They accept, in today's homes, offices, stores, and factories, a level of illumination which is still only a pale imitation of the light of day.

Gradually, this passive acceptance of inadequacy is being changed for the better. People are coming to realize that sub-daylight illumination leaves much to be desired, and can in fact be dangerous in some circumstances. They are becoming aware, too, of light's tremendous possibilities as an intrinsic element in architecture and a dramatic tool in interior decoration, and its value as a sales stimulator in retail establishments.

An increasing share of the electric utility industry's sales effort is being devoted to informing the public of the advantages and possibilities of modern lighting. In this, the utilities benefit by cooperation with their natural allies in the field—architects and decorators, as well as the designers, manufacturers, distributors and retailers of lighting equipment.

There is a tremendous lag today between the technology of lighting and the application of that technology.

To the extent that all of us interested in better lighting can close that gap, we will be performing a service not only for a vital branch of American industry, but for the American public as well.

E. L. Lindseth
President
The Cleveland Electric
Illuminating Company



E. L. Lindseth, President
Cleveland Electric Illuminating Co.

Promotion Programs Commercial Lighting of The Illuminating Company

The Commercial Sales Department of The Illuminating Company is composed of 27 persons, including 14 all-purpose salesmen who spend a major part of their time promoting the benefits of better lighting in offices, stores, schools, hospitals and other commercial establishments of a non-residential or non-industrial nature.

Although direct sales effort constitutes the foundation of our lighting promotion, this is supplemented extensively by an advertising program that reaches every segment of the lighting market. The advertising program is divided into three phases: media, purchased magazines, and direct mail.

Our media campaign consists of a 12-month schedule of advertising in various local newspapers and regional magazines. These advertisements promote the benefits of good lighting in stores and offices, and use local installations to prove our sales story. Added impact for our program comes from national magazines which promote better lighting. These are mailed in quantity to thousands of our customers on a 12-month basis.

Direct mail is also used intensively to promote lighting, and to emphasize the benefits of better sign lighting, general interior illumination, accent lighting, and other lighting applications. These direct mail pieces, often mailed in cooperation with a manufacturer, provide tens of thousands of customer sales messages each year. Return cards requesting free lighting advice or literature provide us with a greater opportunity to serve our customers.

Our direct selling and advertising programs are also supplemented by a year-long series of area modernization meetings in which we encourage merchants and other businessmen to make better lighting the keystone of a modernization program.

We are proud that we have won the respect of Northeast Ohio businessmen to such a degree that they rely on us for expert advice on the use of lighting.



.....
Frank A. Kender
Manager
Commercial Sales Dept.
Cleveland Electric Illuminating Co.



Two photos from the Medusa Portland Cement Company headquarters in Cleveland Heights show how effective and artistically pleasing a luminous ceiling can be. Looking past this two-story reception area, you can see how light forms the ceiling of both the first and second floors. The vertical surfaces between floors are also luminous, with vertical louvers to create an interesting effect. The background window looks out on Forest Hills Park.



A typical office area at Medusa Portland Cement Company uses a luminous ceiling to create an efficient work atmosphere. Glare-free shadowless lighting helps in all secretarial tasks, from filing to figuring, helps improve typing output.



The Illuminating Company practices what it preaches. Here, a salesman demonstrates President Elmer Lindsoth's office to a customer. Lighting in this office is unobtrusive, glare-free and shadowless, yet reaches 450 footcandles. Tastefully designed louvers cut ceiling brightness, create comfort in the executive office. Efficient fluorescent dimmers control light levels for every need.

General offices in the Illuminating Company are equipped with light-colored desks, walls and floors, to give the maximum light reflectance. Luminous ceilings provide 140 footcandles of well-diffused light on desk surfaces. Aluminum baffles serve both as sound absorbers and to keep low ceiling brightness.



GOOD OFFICE AND INDUSTRIAL LIGHTING PAYS BIGGER DIVIDENDS

Here in the two analyses prepared by General Electric Company engineers, you have an opportunity to analyze your own lighting system. If you wish help in this analysis, your local utility will be happy to help.

1. HOW MUCH MORE LIGHT IS NEEDED?

	Typical	
	Machine Shop	Fine Assembly
a. I.E.S. Recommends	100 fc	500 fc
b. Present Lighting	35 fc	100 fc
c. INCREASE NEEDED	65 fc	400 fc

2. OPERATING COSTS

Per Square Foot Per Year

d. Building Owning & Operating	\$ 1.90	
e. Machinery and Equipment	7.05	
f. Salaries and Wages (including fringe costs)	36.10	
g. TOTAL	\$45.05	
h. Owning and Operating Cost of New I.E.S. Recommended System	\$.36	\$1.74
i. Present Lighting08	.24
j. Added Cost (h—i)28	1.50

3. INCREASE IN DIVIDENDS

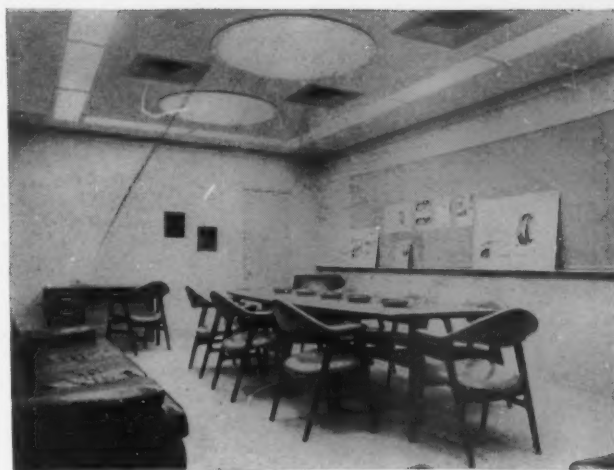
k. Assume Increase in Productivity of	5%	10%
(Increases of 10-30% are typical)		
l. Value of Good Seeing Systems (k x g)	\$2.25	\$4.50
m. Dividend From Good Seeing System (l—j)	1.96	3.00

Fewer rejects . . . Increased production . . . Fewer accidents . . . Better employee morale . . . Better housekeeping . . . Fewer complaints from employees and customers . . . Less lost time on the job . . . Less absenteeism. . .



Imagination, thought and careful planning can turn an office from ordinary to elegant. Here are three photographs from the D'Arcy Advertising Company's new offices in the Illuminating Building on Cleveland's Public Square.

The reception area is tastefully decorated and well-lighted. Note the unusual combination of circular and rectangular lighting fixtures. The receptionist enjoys 150 footcandles of comfortable shadow-free lighting at desk-top level. Light for reading in the waiting area is equally adequate.



The D'Arcy conference room has lighting on dimmer controls that can put up to 225 footcandles of quality light on an advertisement at table-top level. Truer appraisal of color values is the important benefit that sold D'Arcy on this type of conference room lighting. The acoustical ceiling is outfitted with continuous-row recessed perimeter lighting and interesting concave circular fluorescent panels.



Lighting in a D'Arcy executive office must be as distinctive as the oiled walnut desk. 170 footcandles of diffused lighting provides the needed comfort for almost any seeing task. Staggered recessed fluorescent fixtures are of varying lengths to relieve ceiling monotony.



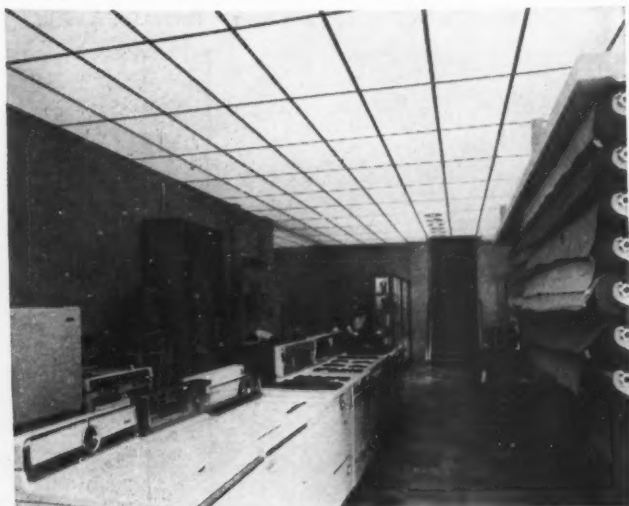
The Hotel Sheraton-Cleveland found the best way to light its executive office area was with a corrugated plastic luminous ceiling. Secretaries and executives alike are treated to nearly 100 footcandles of comfortable diffused lighting that cuts fatigue and eyestrain, promotes office efficiency and "just makes everything and everybody look nicer". Easy to clean, the corrugated plastic can be rolled up, dunked in a detergent solution, and rolled back in place.



Proud of the 230 footcandles of quality lighting in their executive offices is the Louisville Title Insurance Company, located in downtown Cleveland's Louisville Title Building. This luminous ceiling adds spaciousness to the office, makes reading and other seeing tasks easier on the eyes. Cheers up the office, too, and work flows faster.



This beautiful luminous ceiling at Mayfield Motors in Cleveland Heights helps to bring out the lustre of shiny automobile bodies. The evenly diffused light brings out the best in the appearance of the new cars, yet lets the prospective buyer inspect the cars more closely than ever. The corrugated plastic ceiling brings 140 footcandles of light at fender-top level, and provides a real sales booster.



Merchandise sparkles under 150 footcandles of glare-free softly diffused lighting from this luminous ceiling in John P. Sedlak's Furniture and Appliances at 12637 Woodland Avenue in Cleveland. The ceiling features louvered white plastic squares that keep down ceiling brightness, yet bring adequate-level lighting to the merchandise. Customers can inspect the fine texture of the carpeting, shown at right, without eyestrain or squinting. In the background, downlighting from the ceiling helps pinpoint small appliances and the illuminated showcase.



When is a sign more than sign? When it's a wall. This unique luminous wall panel is located at a Fisher Foods Master Market in the Eastgate Shopping Center in Mayfield Heights, a Cleveland suburb. The bright colors help make shopping fun, and the sign makes a highlight out of an area that might otherwise be drab and uninteresting. At night, the 100-foot-long luminous wall provided good identification for the store and safety for its contents. Well-planned fluorescent backlighting behind the flat vertical plastic panels does the trick.



To make a men's clothing store distinctive, you need more than good merchandise. Bill's Clothes, in the Shoregate Shopping Center, Willowick, Ohio, found this combination of continuous row lighting and ceiling down spots to be just right. Recessed fluorescent fixtures in the acoustical ceiling put up to 130 footcandles of light right where it belongs, on the merchandise. The store maintains an aura of quality, highlighted by the accent lighting on the sidewalls. And a green tie never gets the blues in this store. Colors stay sharp, and customers never have to walk to the window to check the color in the suits they buy.



This A. S. Beck shoe store is always full of customers. Located in the Cedar-Center Shopping Center in University Heights, Ohio, this store features colorful lighting that heightens interest in the latest shoe fashions. Big square fluorescent ceiling panels provide well-diffused light to aid general illumination. Between these big panels are numerous incandescent downlights to give the store a warmer, more comfortable atmosphere. A clever treatment at the rear of the store is given to a backlit shoe and handbag display, which does a fine job of bringing customers through the entire length of the store. The handbag counter in left foreground enjoys 120 footcandles of light, aided by lighting fixtures suspended from the ceiling.

The Industrial Lighting Sales Promotion Program

An investment in a modern high level lighting system affects all other investments of our customers. A good seeing climate will lower unit production costs through more efficient use of present production equipment. The Cleveland Electric Illuminating Company has a vital interest in helping its customers remain competitive thereby providing a sound economic base for industrial operation. This plus the business profit motive has influenced the Industrial Sales Department to develop a comprehensive promotion program for the industrial lighting activity.

This sales promotion program includes:

1. Five customer meetings plus an Electrical Equipment Show.
2. Fourteen direct mailings to customers—seven prepared by the Illuminating Company and seven mailed for our lighting allies.
3. Four publications with twelve issues each year such as this "Lighting" Magazine.
4. A visual sound slide presentation.
5. A company prepared lighting brochure plus brochures of our allies.

This sales program will provide 55,000 impressions through direct mail and publications, and over 1,000 customers will attend meetings or view the sound slide presentation.

Lighting a Production Tool

MODERN lighting is a production tool which helps the executive, the specialist, the clerical and production worker do a better and faster job. The benefit to management in doing a better and faster job is a decrease in unit cost through:



R. W. Wyman
Manager
Industrial
Sales Department
Cleveland Electric
Illuminating Co.

1. Increased production
2. Less rework
3. Improved safety records
4. Better housekeeping
5. Improved quality control
6. Better morale
7. Better supervision
8. Better public relations
9. More efficient use of manpower

"How much light do I need?"

"How little light can I get by with and still perform my work satisfactorily?"

Most people have been asking the second question, when they really should have been asking the first. Since the day of the caveman, men have been trying to bring daylight indoors.

Now the lighting industry can bring comfortable outdoor lighting indoors!

Ever sit in the shade of an old apple tree? The nostalgic old song applies to lighting: the light in the shade of a tree is between 500 and 1,000 footcandles.

Given the opportunity to select the answer to the first question, "How much light do I need?", the average person will choose 500 to 1,000 foot-candles for light-colored tasks. For dark-colored tasks they prefer full sunshine—500 to 10,000 footcandles.

In their research at universities and private company laboratories, lighting scientists such as Dr. H. Richard Blackwell have proved that human beings want and need to work in lighting conditions approximating those of a tree shaded area.

The Illuminating Engineering Research Institute has taken Dr. Blackwell's ten year investigation and interpreted it and established beyond reasonable doubt the minimum lighting levels needed for seeing tasks.

Their new lighting recommendations are not something for the future.

They are economically feasible as well as technologically suitable. Here is what has been accomplished.

Progress In Light Sources

Lamp makers throughout history have been the "Trustees of Light", each handing down through the ages his concept of lamp design. An indication of progress is the fact that modern sources have 700 times the efficiency of that of the candle. Standard 1959 fluorescent tubes produce 50 times as much light per watt as Edison's original lamp.

Progress In Lower Cost of Light

The cost of light has shown a decrease each year since 1880, made possible by greater usage, lower lamp and electricity prices, and higher lamp efficiency.

The 400 watt fluorescent lamp, when introduced, cost \$2.80—it produced 1,400 lumens. Today, the universal 40 watt lamp has a list price of \$1.25 and produces 2,800 lumens, with a longer service life. The lamp value increased 24 times.

Fifty years ago, people learned to be frugal with light for electric lights cost \$37.00 per million lumens. Figured on the same basis, today the cost is about \$1.25. That means that today a dollar buys nearly 30 times as much light as it did 50 years ago . . . and a person today earns a dollar in about 1/10 of the time it took them.

Progress In Lighting Fixtures

Newly developed lighting fixtures, such as Luminous Ceilings and Floating Panel Luminaires, give greater quantities of light and better quality of lighting.

In the thirties before the advent of the fluorescent lamp, fifty foot-candles of comfortable office lighting was about all that could be provided. When you pro-

vided over 50 footcandles with indirect lighting, your ceiling became uncomfortably bright.

Besides equipment having their limitations, efficiencies were lacking in comparison to today's standards. In the early thirties the better office lighting was 20 to 25 footcandles provided by semi-direct 500 watt fixtures on 10 foot-centers. It took 5 watts per square foot to provide this lighting. Today in our own general office areas, you enjoy six to five times that amount of light for only about 20 percent more wattage.

You can see from this brief report that you need the higher footcandles and that you may gain them at a cost which is economically feasible. These two charts of typical office and industrial systems demonstrate the feasibility of the needed higher levels.

Charts on page 29

Increased Productivity A Must

Management is taking a closer look than ever before at the overall costs of doing business. Investment costs and hourly pay per worker are steadily rising. Productivity per worker and per invested dollar must be increased to remain competitive.

Here is how lighting fits into this picture:

1. \$16,000 per worker is the average plant investment, according to the National Industrial Conference Board.
2. \$4,500 per year is the average labor cost per worker.
3. \$150 per worker per year is the cost of a modern 200 footcandle lighting system.
4. \$6,000 per year is the equipment and labor cost per worker when based on a 20 year amortization for equipment.
5. A 2½ percent improvement in performance therefore justifies the 200 footcandle seeing climate.

Typical Costs

Today's typical production costs per man-hour are:

\$7-\$10 for plant and equipment

\$2.50-\$3.70 for labor

2c for a POOR lighting system

4c-6c for a GOOD lighting system

It is difficult to give costs for specific installations without a complete survey, but the lighting industry has learned hourly costs for a very wide variety of applications amounts to 1c per hour per footcandle per 10,000 square feet. This cost includes installation, operation, maintenance, and amortization of equipment over a ten year period. You can relight a 10,000 square foot area to 100 footcandles for a dollar an hour. This is less than you pay the janitor for cleaning the area.

For the price of one additional unskilled workman, all your skilled production workers will be able to do more work, better work to have less rejects, to enjoy greater comfort, and to have a lower accident rate. With reduction in production costs of only 1%, lighting will pay for itself in a few months. Continued savings will be profit to the company.

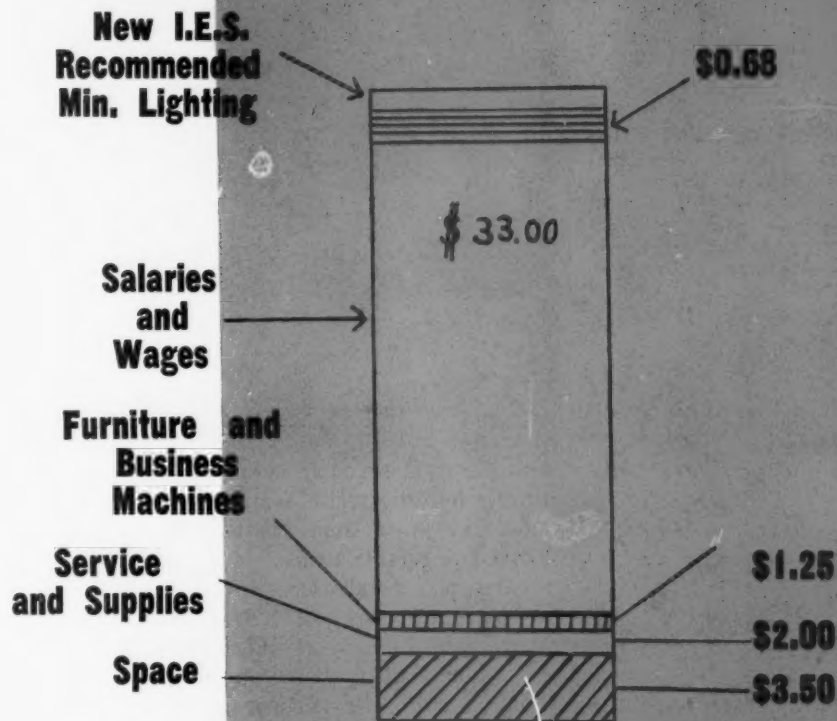
Value of Industrial Lighting

One hundred, 200, 500 footcandle installations are here. Lighting is truly a production tool for it has increased productivity. Let's look at a few examples of good lighting and evaluate the benefits.

Erickson Tool Company.

A notable example of profitable lighting is our local Erickson Tool Company.

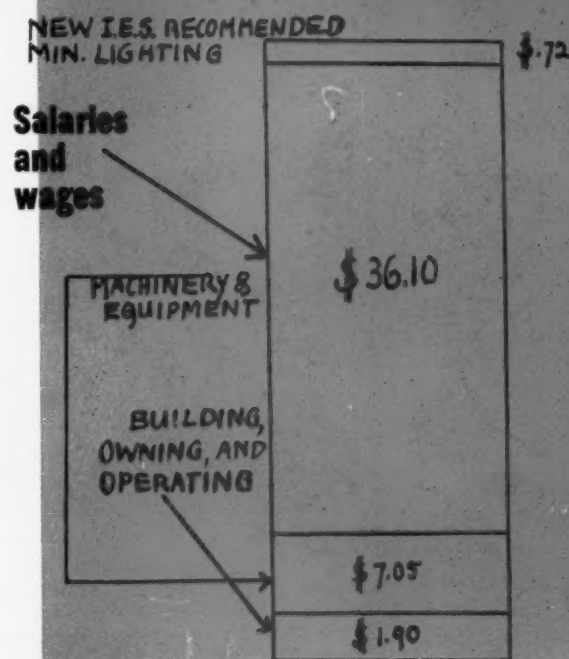
Operating Costs Per Square Foot For Typical General Office Area With 100 Footcandles



Total Cost
\$40.43
1.7% Increase
in Production
pays for
lighting

If lighting
increases production
5%, it pays a
yearly dividend of
\$1.99 on each
square foot.

Operating Costs Per Square Foot For Typical Machine Shop With 200 Footcandles

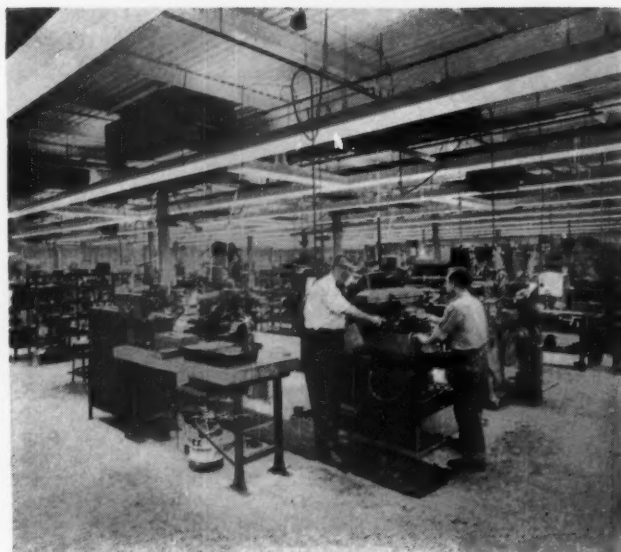


Total Cost
\$45.77
1.6%
increase
in production
pays for
lighting

If lighting increases
production 5%, it
pays a yearly
dividend of
\$2.29 on each
square foot

Erickson Tool Company

—With the installation of this 200-footcandle fluorescent system, worker efficiency increased a full 10% at Erickson Tool. Minor accidents were cut in half, and rejects were reduced as much as 20%.



Their production area is uniformly lighted to about 200 footcandles maintained. Three hundred footcandles are used in difficult seeing areas such as precision mailing operations.

Erickson's management reports that as a result of the new lighting—

1. Old supplementary lighting units on the machines were discarded. They estimate a savings of \$35.00 per day is now made through time not wasted as formerly done when they adjusted these supplementary lights.
2. Worker efficiency jumped a full 10%.
9. In one production area, rejects have dropped 4%-6% . . . in another, 10%-20%. Further reductions in spoilage are anticipated.
4. Minor accidents have been cut in half.
5. Employee morale is high, and housekeeping excellent.

A typical installation such as this has:

1. Lighting costs of 7c to 11c per man-hour.
2. Lighting costs would amount to 2.5 to 4.5 percent of labor costs.
3. Or 1 to 2 percent of the value added by manufacture.

Based on the above cost figures, this installation would pay for itself if productivity increased between 1 and 2 percent. Rather than just a 2% increase in productivity, this company realized a 10% increase in worker efficiency, a decrease in rejects up to 20%, and a 50% decrease in minor accidents. And the results were—dollars saved.

Cleveland Offset Corporation

The Cleveland Offset Corporation made color work and printing easier and more accurate through relighting to over 100 footcandles.

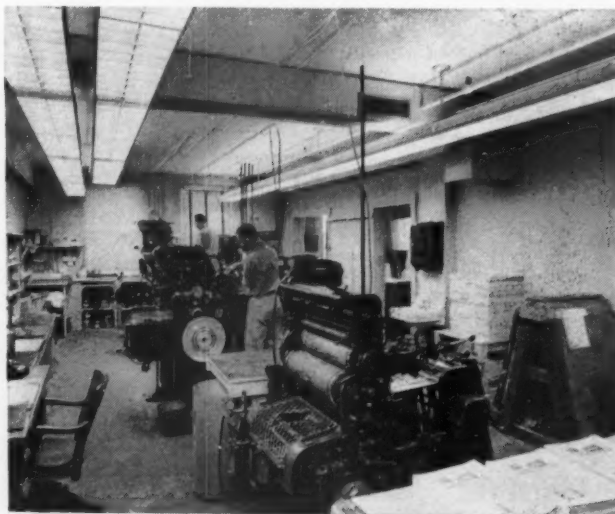
Previously, lack of enough light and light of the right kind made color work with ink and printing samples difficult, and thus slowed operations. Color rendition is now excellent because of the use of deluxe cool white fluorescent tubes.

The head of this company says this: "Considering the initial cost of our investment in lithographic equipment, and the time saved in color-matching, the actual cost of proper lighting seems small. Our increase in production efficiency more than justifies the expenditure. It has proved profitable to us."

A typical installation such as this has:

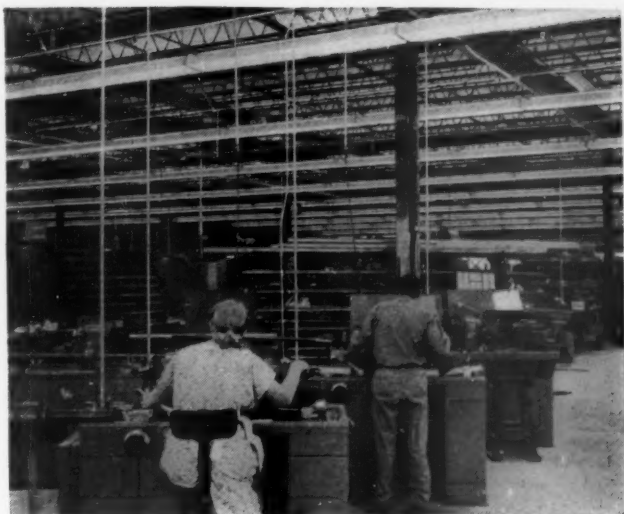
1. Lighting costs of 4c-6c per man-hour.
2. Lighting costs would amount to 1 to 3 percent of labor costs.
3. Or .75 to 1.5 percent of the value added by manufacture.

Based on the above cost figures, this lighting installation would pay for itself if productivity increased between .75 to 1.5 percent. At Cleveland Offset, productivity records showed that this lighting installation more than paid off.



Re-lighting to over 100 footcandles in this print shop, the Cleveland Offset Corporation, made color work and printing easier and more accurate. Owner Edward R. Walker says this: "Considering the initial cost of our investment in lithograph equipment, and the time saved in makeready by quick color-matching, the actual cost of proper lighting seems small. Our increase in production efficiency more than justifies the expenditure . . . It has proved profitable to us."

Lighting Is Important Business

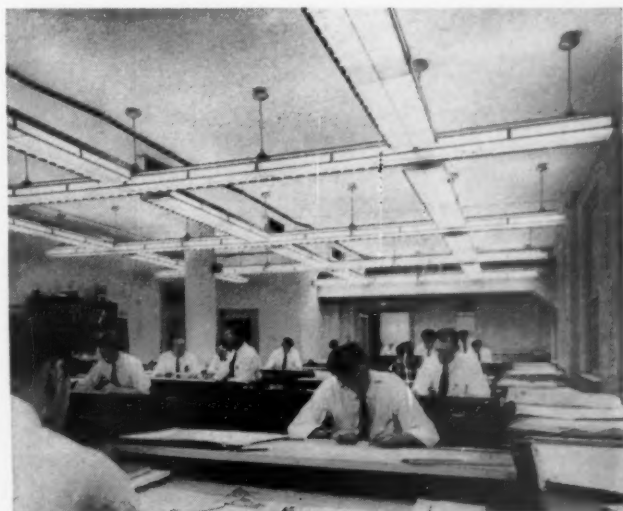


Bird Electronics Corporation—Precision work at Bird Electronics calls for high quantity and quality of light. They get it with this installation of fluorescents that deliver up to 150 footcandles. Increased efficiency is evidenced by the reduced number of rejects.

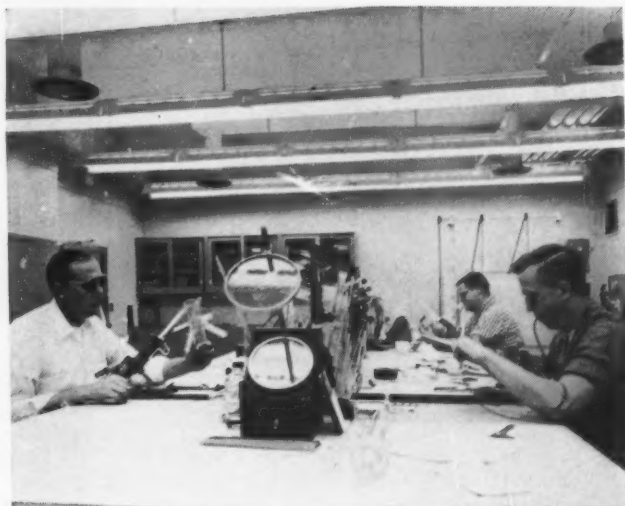


General Bookbinding Company

—Difficult seeing tasks at General Bookbinding are easily managed with this 200-foot-candle installation. Repetitive operations, that once resulted in tedium, are now attacked with greater efficiency, better employee morale.



The Osborn Engineering Company—Grid pattern of 2-lamp fluorescent fixtures provides 125 footcandles in the drafting room at Osborn Engineering. "It has done the job for us," says Elmer Juhnke, Chief Electrical Engineer. "Our draftsmen much prefer it to what they were accustomed to in the past. They seem to keep their morning energy all day long."



**National Carbon Company
Research Laboratories**

—At National Carbon's Research Laboratories, high accuracy is the order of the day — everyday. Fluorescent fixtures, delivering 125 foot-candles, keep up employee efficiency and morale in the neat-as-a-pin labs and machine shop.



Assembly Products, Inc.

—Good lighting is rightfully recognized as a production tool by management at Assembly Products. This new lighting system will be maintained at a minimum of 250 foot-candles on the work. Management is confident that results will be better, faster, and more efficient production.



Benefits Build Business

— Boost Customer Good Will —



Will T. Clark
Manager
Residential Sales Dept.
Cleveland Electric
Illuminating Co.

ALTHOUGH "progress" is our most important product, you can be sure if it's "benefits".

In a residential area there is one major objective with which the Residential Department is concerned—to convince our customers that they can indeed, "live better electrically". When we convincingly prove to the home maker, the house builder, the home economics student, the interior decorator, and the banker that the intelligent and appropriate use of electricity and electrical equipment makes sense, we are well on our way to reaching our objective.

The sales and promotional program of the Company is built around an intensive approach to two markets—the New Home Market and the Existing Home Market.

A well defined "electrical concept" advertising program coordinated with cooperative, promotional efforts, specifically designed to products has resulted in our establishing very definite inroads into fields our natural competitor was seemingly secure in. The consumer is being continuously convinced that the environment benefits offered by the electrical way of life are to his economic, physical and cultural advantage.

Repetition advertising and promotional efforts on the benefits of "Living Better Electrically" can be the lever to be exerted on the fulcrum of feature benefits to pry consumer acceptability into action. Lighting is a major phase of our new business program.

Through planned programs of cooperative and promotional types we have instilled in the public's mind that electrical features are convenience features, making for "living better electrically".

Our local efforts in the recent Light for Living Medalion Home Program preceded by the fabulous advertisement in Life Magazine created and established preacceptance to "light for living" installations in model homes. We have proved to Greater Cleveland builders that such homes are demanded, accepted, and extremely saleable. We shall continue to work with Greater Cleveland builders in the further development of improved lighting standards keyed to public acceptance and demand.

If manufacturers and suppliers of electrical appliances, fixtures and equipment combine their sales efforts, we can continue to supply and increase "environmental benefits to the public".

Locally, the mass approach is used almost exclusively. Potential customers in both new and existing home markets are told the "electrical living" benefits story through newspapers, television, radio and poster boards. Thousands of others each year are exposed to the story of "electrical living" through exhibits in Home Shows, Food Shows, Cooking Schools, and Electric Model Homes. In each contact the customer is reminded of two things—"Electricity is the Feature with a Future", and that he can live better for less with electricity.

If manufacturers and suppliers of electrical appliances, fixtures and equipment combine their sales efforts, we can continue to supply and increase "environmental benefits to the public".

Preferred Light For Living Homes — Create Greater Comfort — Sell Faster

by Albert Schultz

Today's demanding home buyers have shown remarkable consumer acceptance to homes promoting "LIGHT FOR LIVING FEATURES."

Properly light conditioned homes with adjacent living areas, such as patios and terraces adequately lighted offer the builder unlimited promotional possibilities.

Give the home buying public what they accept — respond to — and buy!

Coffer lighting in foyers and entrys, canopy and door panel lighting over bookcases and task areas, bracket lighting over beds, luminous plastic ceilings for bath, kitchen and laundry area, luminous walls for room dividers, (an unusual example of structural lighting), underail lighting (a safety feature for stairs), undersill lighting (to eliminate reflected interference with night view through picture windows), and decorative accent lighting.

Make your homes — more attractive — more in demand — more saleable.

PLAN TO LIGHT UP — AND SELL OUT.



Lighting to match today's living pattern is beautifully demonstrated in the Westinghouse Total Electric Home. Here downlights installed in the ceiling of this passageway provide a flood of soft, warm light, beautifully accenting the draperies, the walls and the floor, and at the same time illuminating the snack bar.



Valance lighting adds to the general illumination of the rooms. Used with dimmer switches, they present a degree of brightness desired to match the activities taking place . . . bright and full for parties, for example, soft and dim for intimate entertaining or for quiet evenings at home. It also serves to highlight draperies, accent colors and texture. The picture above shows the valance lighting as used in the living room. Similar installations were made in the family room and in the dining area.

The center fixture in the master bedroom with its individual switch provides the light for normal needs, to see into drawers, to make the beds, dressing and such tasks. The two modern pendants suspended from the ceiling over the bed add a decorative touch and provide the light for reading, or just plain relaxing. Fixtures are from Virden's new "light idea" designs.



Demonstrates Good Residential Lighting

WHAT'S NEW in home lighting is beautifully demonstrated in the Westinghouse Total Electric Home now open to the public on Route 84 in Mentor, Ohio. Sponsored by the Cleveland Electric Illuminating Company, the home is an excellent example of how lighting can be used not only to illuminate, but to add beauty and comfort in today's new homes.

The lighting was planned by the Virden Lighting Division of the John C. Virden Company, Cleveland, Ohio, lighting fixture manufacturer, and covers the exterior of the home as well as the rooms inside.

One of the features is the exterior lighting. Downlights concealed in the roof overhang bathe the wood and brick exterior walls with soft incandescent light, bringing out the color and texture of the building materials. Twin bullets spotlight the foundation planting, creating a most unusual effect of light and dark shadows.

Twin post lanterns that turn themselves on and off automatically mark the main entrance to the house. Each is controlled with a photo electric cell that automatically turns the light on at dusk and turns it off at dawn. Garden lights guide visitors to the front door — at the same time illuminating a flower garden planted on either side of the walk.

Inside the home, Virden chose fixtures of contemporary design in polished brass finish to compliment the modern design of the interior rooms. Valance lighting is used in the living room and family room to provide overall illumination and bring out the texture and color in the draperies. The lighting in both rooms is controlled with dimmer switches enabling the hostess to match the room's degree of brightness with the activities taking place.

One of Virden's new Sunshine Ceilings is used in the utility room of the all-electric home. This is a new lighting fixture recently introduced by Virden that is actually a packaged lighted ceiling. It measures 4 feet by 6 feet and is installed on the existing ceiling. Six 2 square feet plastic panels diffuse the light, spreading a comfortable bright light that is remarkably shadow-free throughout the room.

In the bathroom you will find the latest in bathroom lighting fixtures. At the "make-up" bar, for example,

fluorescent lighting is installed above and on either sides of the mirror to provide the even lighting, so important to good grooming.

In the kitchen Virden has installed five fluorescent fixtures to provide maximum visibility, whether the homemaker is preparing the food, cooking it, or cleaning up afterwards. An excellent balance of ceiling and under-the-counter fixtures eliminate any possibility of shadows or dark spots.

Altogether 143 Virden fixtures have been installed in the home. Of this number 67 illuminate the exterior and 76 lights decorate the interior.

"We realize few homes today, even those that represent the last word in beauty and convenience, would plan for or install this many fixtures," R. W. Minett, Vice President Marketing, said. "This Westinghouse Total Electric Home, is, of course, a showcase and we planned the lighting to show as many 'light ideas' as we could."

Every one of the applications is practical, Minett pointed out, and can be duplicated in any home now. The fixtures used were all selected

from Virden's current line of "light idea" fixtures.

LIGHT FOR LIVING MEDALLION HOMES COME TO CLEVELAND — SELL FASTER

Home Builders of Greater Cleveland hail the consumer acceptance of Light for Living Medallion Homes claim homes with built-in features with a future for living better electrically sell faster.

Home buyers recognize Light for Living Medallion Homes as showcases of modern conveniences — visit them in great numbers—talk about them—buy them.

C.E.I. continuous Light for Living Medallion Home promotional program has created public interest in Living Better Electrically. The National Home Week cooperative effort creates a maximum buyer interest and now with the fabulous Total Electric Home in Mentor, Ohio (The first in the world) open — Electrical Living has a local showcase available to the public containing ideas and features to create unparalleled impact.



Planters become dual purpose when you add the accent of lighting. They not only provide a colorful point of interest night and day, but the fixtures bring the entire unit into the room, adding a feeling of comfort and intimacy.

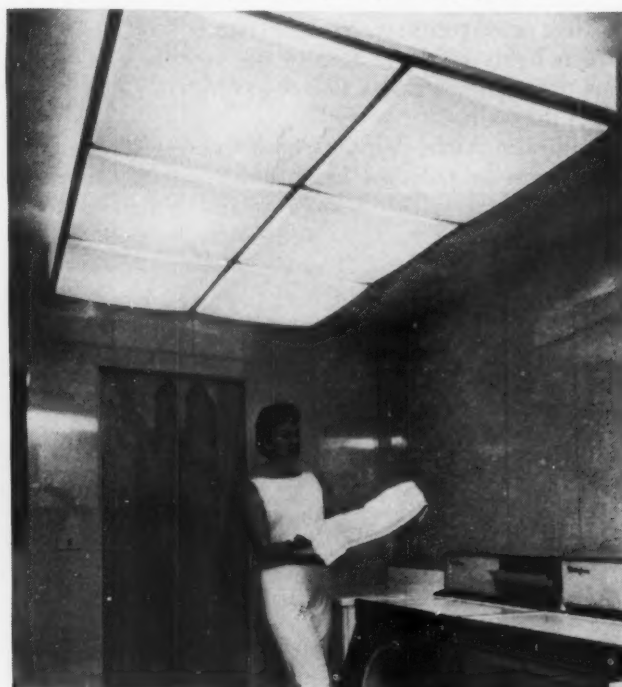


76 outdoor fixtures create a setting of night time beauty and glamor for the TOTAL ELECTRIC HOME sponsored by Cleveland Electric Illuminating Company. Downlights are concealed in the roof overhang and adjustable bullets are installed in the corners, accenting the texture of the wood siding and brick trim. Garden lights spaced in the shrubbery accent the foundation planting, while two matching post lanterns welcome nighttime callers. The effect is both spectacular and beautiful.

Below: Whiter, Brighter Washdays. Virden's new Sunshine Ceiling featured in the Utility Room. Using six incandescent lamps behind the 6 two-foot plastic squares, the room is literally flooded with soft, even shadow-free light. The unit comes in a complete packaged unit and can be easily installed on any existing ceiling.



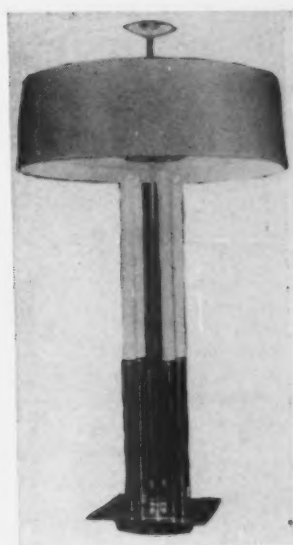
Balanced shadow-free lighting in the kitchen. General illumination is supplied from two 2-foot square fluorescent fixtures installed on the ceiling. The long narrow fixture over the sink provides the illumination needed in this area while under the cabinet fixtures direct light on the counter tops.



Residential
Lighting



HOW LAMPS ARE SOLD ON A RETAIL LEVEL



Greater Cleveland lamp retailers are making the Big Sale the LE* way!

LE* lamps engineered for *lighting efficiency* have given impetus to "Redecorate"—"RELAMP" promotions.

a. TRANSLUCENT SHADE. b. DIFFUSER GLOBE OR GRID c. INTENSITY CONTROL

Portable lamps incorporating lighting efficiency features are designed to contain an intensity versatility control for task lighting needs—diffusion globes or grids for glare elimination and are beautifully styled with craftsmanship construction and decoratively correct.

Many of Cleveland's outstanding lamp retailers have proved that LE* lamps keyed to the acceptable style of furniture today—are in demand.

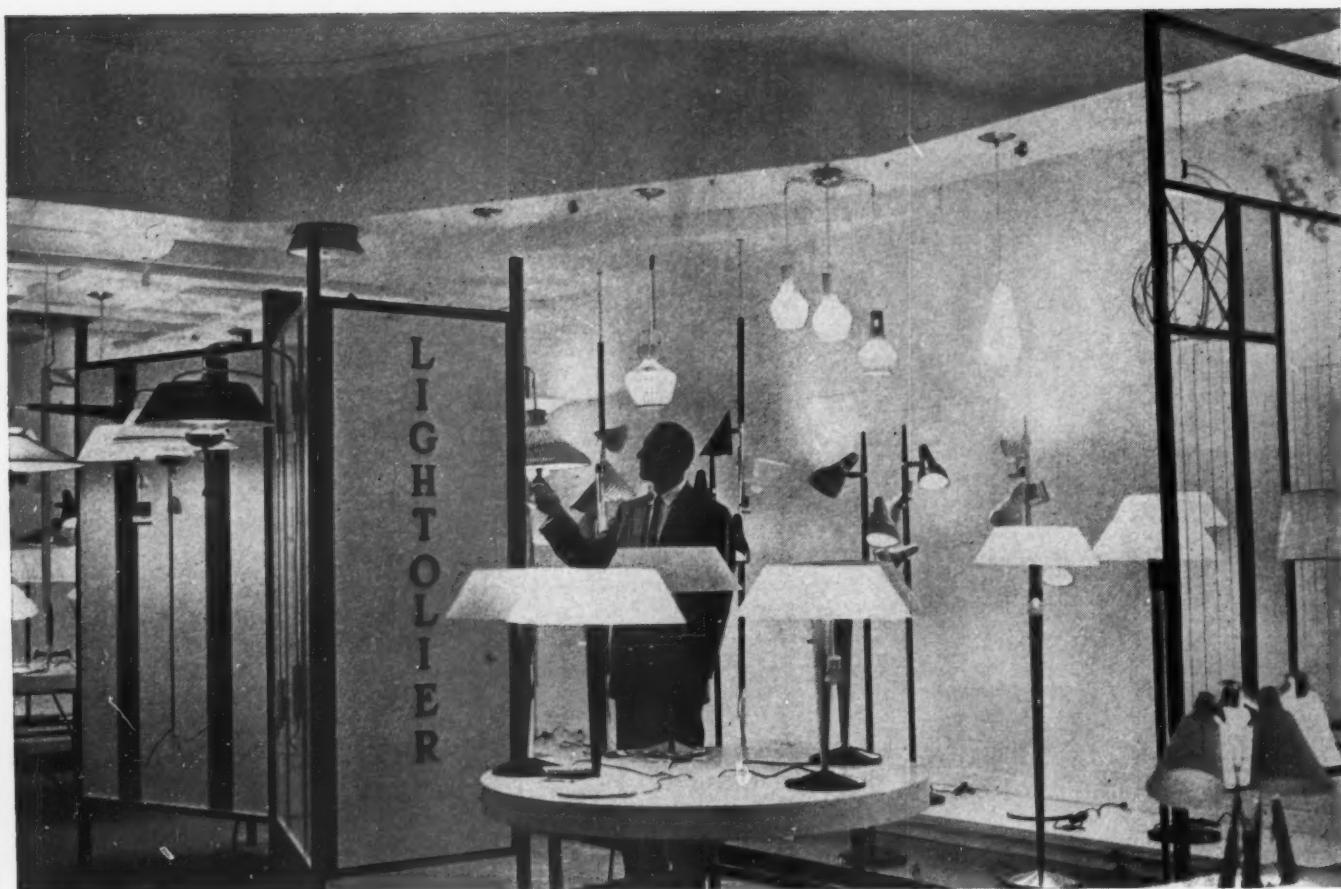
(LE* — lighting efficiency)

At Higbees
Department Store!

Table type display stands conceived by Higbee's—permitting the customer to view a large selection of lamps at the average lamp table height.



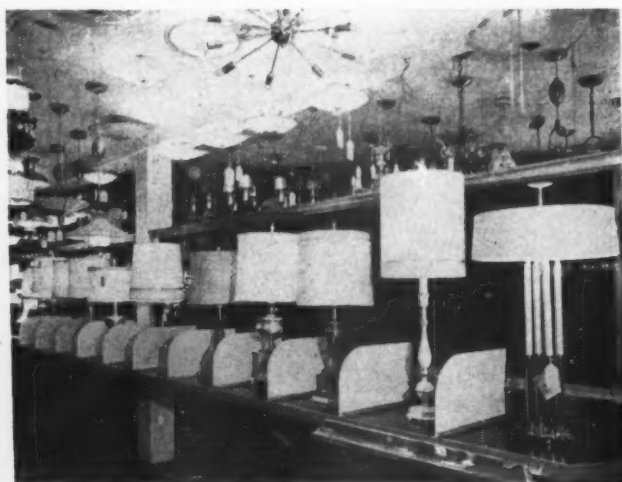
Fulfill this need—satisfy your Customers—increase your sales.



HIGBEE'S portable lamp selection has received phenomenal customer acceptance since their lamp buyer Mr. John Simko developed a Lightolier Module Display which gives the customer an enormous selection in an uncluttered display area. The display area has the novel feature of incorporating in its design an area for storing excessive lamp cord preventing it from cluttering the floor.

Brown Electric Co.

Jerry Brown of Brown Electric Co., A.L.A. graduate of C.E.I.'s Academy of Lighting Arts believes in a coordinate display of portable lamps and ceiling fixtures claiming it permits the customer a greater visual concept of the completed installation. Controlled wiring permits the light control of fixtures, so that during the phase of final selection only the desired lamps are left on.



Jerry has devoted an entire area to a combination portable lamps—portable lamp room dividers and coordinated decorative accessories. He finds that proper selling of a lamp to fit a specific area with a definite task and decorative light load is the start of selling lighting—Increase the lights level in one area and it is only natural that the rest of the room must be upped in light intensity. Jerry sells lighting convenience—beauty—quality, not price and his sales increase bear this out.



Lamp Displays At the Bing Furniture Company

by Robert Gaydos, Buyer



Portable pole-lite showing detail of plastic grid type diffuser.

WHEREVER possible, the Bing Company displays portable lamps in much the way they will be used in the home . . . that is, as an integral part of a furniture grouping or room setting. The correct lamp style and price is displayed in a corresponding grouping, and in many cases, the lamps are sold as part of the complete furniture grouping or room setting. The lamp department is a colorful and striking display of lamps for every decor, purpose and budget. Here are shown table lamps, floor lamps, floor-to-ceiling pole lamps, room-divider lamps, overhead and wall pulley lamps . . . in polished brass, glittering cut-glass, delicate decorated china, glazed ceramic . . . gold or silver-toned metals and satin-black wrought iron.

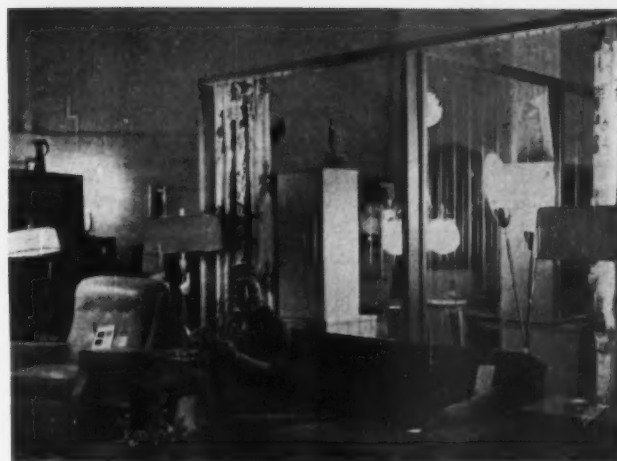
Lamp Merchandising

FREQUENTLY throughout each year, home furnishings booklets are mailed to Bing customers. These feature portable lamps, pre-selected to harmonize with room settings and furniture styles shown elsewhere in the booklet. Daily newspaper advertisements "push" the decorative and eye-saving importance of portable lamps at high value prices.

Sales Increase

WE ATTRIBUTE increased annual lamp volume to the careful study of changing trends in lamp fashions, the excellent use of lamp displays throughout the store and windows, and through consistent advertising. This increased volume has given portable lamps a new and important place in broad-range merchandising plans.

Ed. Note: Mr. Robert Gaydos, veteran buyer of lamps, carpeting, draperies and accessories has successfully promoted decorator-inspired lamps for the Bing Furniture Co. Knowing the importance of one dramatic, conversation-piece in the home, Bob particularly stresses the use of portable lamps to create instant visual beauty and interest.



Mrs. Rae Younkin bought small electrical appliances for many years and has returned to selling. She has been writing enviable sales ever since. She studied Interior Decorating at Western Reserve University. This led to assisting in the Home Planning Program conceived and directed by Mrs. Natalie Burt. Mrs. Younkin received a diploma from the Academy of Lighting Arts and is now able to give customers vast knowledge of the correct and effective use of lighting in their homes.



Mrs. Marjorie Christopher, once a private secretary in the Bing Furniture Company executive offices, is now a competent home furnishings saleswoman. She sells furniture through "visual groupings" . . . enabling her customers to see a sofa or chair flanked by well-chosen tables and lamps. This popular aid with customers leads to greater sales in lamps and accessories.

STREET LIGHTING

Its Multiple Purposes



Richard L. DeChant, Manager Area Development Dept., Cleveland Electric Illuminating Co.

STREET lighting provides for traffic safety, curbs crime and vagrancy, and promotes civic progress. Informed municipal officials recognize these needs and approach their local needs on a planned basis. The base of these plans is incorporated in the IES minimum standard for street and highway lighting.

The Illuminating Company, like community officials, regards street lighting as a municipal function. The Company contracts with govern-

mental subdivisions to provide a street lighting service. Basically, this service is to provide, operate and maintain the system necessary to give the lighting level desired. Illuminating Engineering minimum standards form the basis of all street lighting recommendations made by the Company to the municipality.

Street lighting contacts are handled by representatives of the Municipal Section, a division of the Area Development Department.

Richard L. DeChant, Manager of the Area Development Department says: "Public officials recognize the need for good street lighting. They know that municipalities wanting the growth that comes with reasonable, well-balanced community development have to look modern and well-kept. Street lighting makes a real contribution to community well-being. And the other development contacts that come from our street light-

East Memorial Shore Drive looking East from pedestrian overpass in Gordon Park. Lighting Holophane Company.





East 186th Street north of Harvard Ave., Cleveland—a typical street at day and night.



ing service make street lighting a natural part of our area development work."

Municipalities in the Company's service area which were pioneers in accepting IES minimum recommendations as the basis for their lighting programs include: Cleveland Heights, East Cleveland, Euclid, Mayfield Heights, Shaker Heights, South Euclid and University Heights. The example set by these communities has induced others in the Company's service area to set up IES street lighting programs.

Since 1947, IES records have been kept by the Company. Residential streets (classification VL-L) account for 50.4% of the total lamps, 62.16% of the total mileage of streets lighted to IES standards. Since 1947 the average illumination level has been increased from .082 to .431 average horizontal foot-candles. IES lighting on the Company's system now totals 1,210 miles.

Pictured above are day and night views of East 186th Street, Cleveland. This street is typical of resi-

dential streets in the Company's service area that are lighted to IES standards. The Cleveland area has long been known as one in which a good level of overall street lighting is in use. The Greater Cleveland area probably has a higher percentage of IES street lighting than any similar metropolitan area.

State Road, Parma

Looking north from Ridgewood Road on State Road, the former 6,000 lumen-incandescent lighting job left something to be desired on this heavily traveled arterial street.

After installing 23,000 lumen color-improved mercury, the lighting is not only of higher intensity it is of better character and more uniformly distributed.

State Road, Parma, from Brookpark Road south to Ridgewood Road, is typical of metropolitan area streets which carry an increasing load of

traffic. Before modernization in mid-1959, this section of arterial street was lighted with 91—6,000 lumen incandescent lamps. This gave a maintained average horizontal foot-candle level of approximately .321. After relighting, 191—23,000 lumen color-improved mercury lamps gave a more uniform 2.05 average maintained horizontal foot-candles of illumination.

Mayfield Road, South Euclid

Looking west on Mayfield Road from Green Road, the former incandescent lighting was spotty.

After relighting with mercury, this street now has more uniform lighting. In addition the commercial area has benefited by lighting which made shopping more attractive.

The Commerce Club, made up of a group of merchants in the community, realizing some of the needs for rehabilitating this important shopping center, set about to provide more

adequate off-street parking space and improved lighting for Mayfield Road.

Early in 1958 The Illuminating Company was asked to resurvey the entire length of Mayfield Road through the city of South Euclid. The American Standard Practice Lighting installed on Mayfield Road but ten years before was now obsolete. The .4 to .8 foot-candle level which had been installed late in 1947 was less than half what present traffic conditions would require. A new survey was made of this 1½ mile stretch, breaking it down into 3 sections each approximately ½ mile long, the center section being the principal shopping area on this street.

To do an adequate lighting job under the present conditions, it was felt the horizontal foot-candle intensity of this street should at no location be less than one foot-candle, and the major shopping area should be in excess of two foot-candles. It was recommended that one hundred-fifteen 23,000 lumen, color-improved mercury units be installed to replace the existing seventy-six 10,000 lumen incandescent lamps.

Installation of 87 new units was completed in September, 1958 and by



Above: South Euclid, Mayfield Road before and after relighting.

Left: State Road, Parma, Ohio before and after relighting.

November the city had agreed to relight the remaining third and had requested four additional mercury units on Green Road adjacent to the Mayfield Road and intersection.

According to the Commerce Club of South Euclid which had long urged improved lighting of the bustling Mayfield Road area, the new system has made the shopping area brighter, more inviting, and it has improved traffic safety through better visibility.

Mr. Carlone, chairman of the South Euclid Utilities Committee, commented on the installation saying: "We urge other communities with traffic and lighting conditions like ours to see this installation first hand. We believe our section of Mayfield Road is now one of the best lighted streets in Cleveland."



"Reflectolites"

Wall mounted fluorescent and incandescent lighting fixtures for exterior and interior use are illustrated and described in Folio R-60. This 16 page catalog in color is very comprehensive and contains data on over 70 "REFLECTOLITE" units with complete specifications and mounting details. Fixtures are made of stainless steel, cast aluminum and cold rolled steel. Diffusing medium include plastic, lenses, glass and louvers. Units are simple to install and maintain. "REFLECTOLITES" are designed to afford an unobtrusive, efficient method and often the only practical means of providing soft, evenly diffused light. Fixtures designed for maximum efficiency with absence of objectionable glare. Applications include cove lighting, over Bulletin-Directory, corridors, critical work areas, bank desks, etc.

Schools, banks, hospitals, department stores, office buildings, airports, bus terminals, and public buildings generally require use of these specialized lighting fixtures.

Complete specifications and illustrations are included for the dozens of fixtures in this 16 page multi-color catalog.

Copies of Catalog R-60 "REFLECTOLITES" are available to your readers from: Gruber Brothers, Inc., 90 South First Street, Brooklyn 11, New York.

Progress Booklet

Living rooms can be lovelier, halls more inviting, bedrooms luxurious, with lighting designed to enhance and beautify your home. "Bright Ideas for Lighting Your Home," a new eight page folder available from the Progress Manufacturing Company, Inc., Phila. 34, Pa., illustrates the fixtures that will bring each room in your home alive with light.

"Bright Ideas for Lighting Your Home" contains dozens of suggestions for making the home a warmer, more charming place with the addition of decorative lighting and accent lighting. New uses for overhead fixtures, positioning of reading lamps for maximum light, and the drama spotlights can create are illustrated in this folder.

Proper light can "lighten" kitchen chores and make good grooming easier in the bathroom . . . as this folder shows. Lighting in the "family room" is becoming increasingly important, with this room getting more use daily. Lighting fixtures to correspond with the room's many functions are shown—fixtures for reading, working, playing. A section on outdoor lighting shows some of the latest uses of lanterns and auxiliary lights to match the mood of patio entertaining.

A Lantern for Every Home

There's a post and post lantern designed for every home—and an eight page booklet now available from the Progress Manufacturing Company, Inc., Phila. 34, Pa., shows how to select the right combination of post and lantern for individuality and practicality.

"Post Lanterns You Can Mix or Match" illustrates lanterns for every style home—from traditional 18th Century Williamsburg to the modern split level of 1960. Posts, in a variety of styles, to hold the lanterns are also shown in detail.

The booklet describes two new post lantern accessories that make outdoor living more convenient and the home a safer place . . . "Nite Guard" and convenience outlets.

"Nite Guard," controlled by a photoelectric cell, is an automatic on-off switch for outdoor lanterns that turns the lantern on at dusk, off at dawn for the homeowner's protection and safety. Weatherproof convenience outlets permit outdoor electric cooking and provide current for lawn mower and appliances, giving post lanterns still another dimension in usefulness.

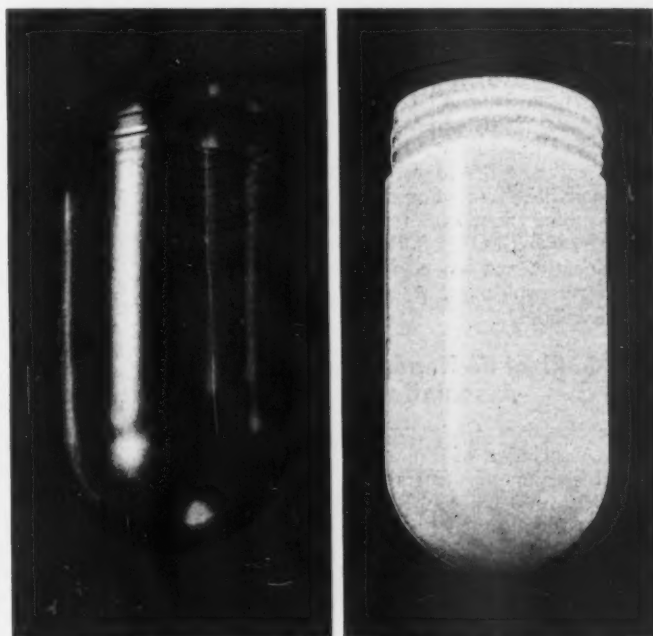
"Post Lanterns You Can Mix or Match" shows matching wall lanterns that add a "finishing touch" to the post lantern picture by extending your home's personality to the front door.

New Condensed Floodlighting Catalog

A handy new catalog just issued by Stonco Electric Products Company, Kenilworth, N. J., condenses a good general cross-section of their complete line of cast aluminum outdoor floodlights into eight pages. Included are illustrations, specifications and dimensional drawings on new decorative outdoor bullets, medium and mogul base floodlights, high-intensity Power-Beams, emergency portables, wiring troughs, splice boxes and outdoor fittings, as well as cast aluminum pendant, ceiling and wall fixtures for vaportight service. Write manufacturer for Catalog S.

KEE LITE

heat-resisting vapor-proof globes



made in Clear and Opal Borosilicate Glass

You can now obtain *heat-resisting* KEE-LITE vapor-proof globes at prices you normally pay for ordinary lime glass globes. You need stock only one, catalog only one.

KEE-LITE globes are made in both clear and opal borosilicate glass, with a very high resistance to thermal shock. They are available in the widely-used 6", 7" and 8" sizes.

We invite your inquiry.

Thatcher Glass

*Write for complete
specifications and prices*

THATCHER GLASS MANUFACTURING CO., INC. JEANNETTE, PA.

Personnel News

Jay Appoints

Jay Lighting Mfg. Co., of 25 Quincy St., Brooklyn, N. Y. and showrooms at 7 East 35th St., N. Y., announces the promotion of Leon Goldberg to position of Manager of Midwestern Sales Office, with headquarters at 9055 Skokie Blvd., Skokie, Ill., suburb of Chicago.

Leon Goldberg has received all of his experience with Jay Lighting, the first 5 years in manufacturing and the past 6 years in sales principally in the Metropolitan New York area. He is a graduate of the Academy of Lighting Arts and is an Accredited Lighting Consultant.

Jay also announces the appointment of W. E. (Ernie) Briscoe, Jr. to cover the New Mexico, Oklahoma and Northern Texas Sales territory, operating out of Dallas, Texas, at 9609 Leaside Drive.

Ernie Briscoe also grew up in the lighting industry. Until January 1955 he was associated with the Brisco Electric Supply Co. of Knoxville, Tenn. For the past 5 years he has been Southeast representative for Progress Mfg. Co. of Philadelphia, Pa. Prominent among Ernie's industry contacts are power companies, architects, engineers and distributors.

R. G. Rincliffe Heads Electrical Association

The Board of Governors of The Electrical Association of Philadelphia at their annual election of officers held December 15, 1959, re-elected Mr. R. G. Rincliffe to serve as President in 1960.

Mr. Rincliffe is president of the Philadelphia Electric Company.

The Vice President of Westinghouse Electric Corporation—Thomas P. Jones was re-elected as Vice President of the Electrical Association for 1960. The other officers re-elected to serve in 1960 were: Treasurer, Philip H. Ward, Jr., Ward Electric Company; Secretary, William E. Rubert of the Union Electric Contracting Company.

VP for Emerson Electric

Bernard (Bud) Purcell named assistant vice president in charge of operations and general manufacturing manager of Emerson Electric Mfg. Co.

Mr. Purcell joined Emerson Electric in 1952 in the tool and machine procurement section of the Turret Division. He has held various positions with the company as administrative assistant to the vice president in charge of operations, production control manager, and works manager in the Armament Division at Washington Park, Ill. In 1958 Mr. Purcell was named manufacturing manager of the St. Louis Electrical Division.

A native of St. Louis, he graduated in 1936 from St. Louis University with an A.B. in Economics. Prior to joining Emerson Electric, Mr. Purcell was employed with the Landis Machine Company in St. Louis.

Corning Appointment

Corning Glass Works announced today that Joseph S. DeMaio has joined the company as advertising and sales promotion manager of the Electrical Products Division.

He has been associated with the R. H. Donnelly Corp. and the National Gypsum Co. of Buffalo, N. Y., and The Carborundum Co. of Niagara Falls, N. Y.

He received a bachelor's degree from Syracuse University in 1952.

Ebasco Appointment

R. D. MacTavish has joined the Management Consulting Division of Ebasco Services Incorporated.

Mr. MacTavish, with over 15 years experience in top management posts in industry, government and education, joins Ebasco as a general management consultant. Previously, he headed R. D. MacTavish and Associates, a management consulting firm. Before forming his own organization, Mr. MacTavish was connected with the American Radiator and Standard Sanitary Corporation where he directed the company's executive development programs, and with the American Management Association as project and program director.

In the educational field, he was executive development coordinator for Cornell University, and directed executive development programs for the New York State School of Industrial and Labor Relations, and College of Engineering and the School of Business Administration.

He also served with the United Nations organization as a management specialist, and directed the rehabilitation of war displaced families in Europe following World War II. Previously, Mr. MacTavish had been assistant national director of personnel for the American Red Cross with responsibility for the management of over 16,000 overseas employees.

Mr. MacTavish holds a Ph.D. degree from Cornell, an M.A. degree from the University of Pittsburgh and an A.B. degree from Juniata College, Huntingdon, Pennsylvania.

Reorganization

Reorganization of national sales and distribution of Light & Power Utilities Corporation products was announced this month by Murray Reiter, President. The Memphis lighting fixture manufacturer, soon to open a new plant in Olive Branch, Mississippi, has divided its operations geographically at the Mississippi River.

D. W. Hawkins has been named eastern sales manager and T. R. Salomon is the new western sales manager. Both men previously were sales executives with the firm.

Reiter commented that "the greater expansion of the Light & Power line made it imperative to divide sales and distribution geographically to give better national coverage to our distributors and their custom-

ers. Our sales managers basically are liaison men between our local representatives—the electrical distributors—and the main office."

Former sales manager, Jim Clary, has been appointed sales agent for Light & Power products in the Memphis area to increase coverage in Mid-South markets.

Sterling Industries Appointments

Mr. George E. Metcalf and his Associate, Mr. Robert J. Walsh with offices at: 232 East 20th Ave., Denver 5, Colorado (AComa-2-2062).

Business name of: George E. Metcalf Company have been appointed by Sterling Industries as Sales Representatives for the following States: Colorado, Wyoming, Arizona, Utah and New Mexico.

Mr. Metcalf founded his company August 1, 1958 after an association of six years with Kenneth B. Schumann Co. Mr. Robert J. Walsh, who was formerly manager of Poindexter Electric Company of Denver, became his partner September 1, 1959.

They will be calling on architects, engineers, Building and Electrical Contractors, as well as working with the Sterling Distributors in the above States.

Lightolier Names Robert S. Moss Treasurer

Robert S. Moss has been named Treasurer of LIGHTOLIER INCORPORATED, residential and commercial lighting manufacturers, Jersey City, N. J., according to an announcement by Edward H. R. Blitzer, President.

Named a Vice President in 1957, Mr. Moss has served as Controller of the Company for the past 9 years. Prior to joining Lightolier in 1950, he was Executive Assistant to the Treasurer, Grayson Robinson Stores Inc., N.Y.C.

Mr. Moss is a graduate of City College of the City of New York, and a resident of Bergenfield, N. J.

Moe Sales Manager

Kenneth D. Cummings has recently been appointed assistant sales manager for the Moe Light Division of Thomas Industries Inc., Louisville, Kentucky.

Cummings has been associated in sales with Thomas Industries since 1950 when he joined the company as sales representative for the San Francisco territory. More recently he has fulfilled the assignment of district manager in the Seattle, Washington, territory.

In his new position, Cummings will work closely with sales management in the development and execution of sales policies and programs on the national level.

Thomas Industries is one of the nation's largest producers of residential, commercial and industrial lighting fixtures.

Lighting *NEWS LETTER*

FIFTH NATIONAL ELECTRICAL INDUSTRIES Show at New York Coliseum March 6th through 9th.



* * *

TENTH BIENNIAL ELECTRICAL Industry Show with lighting exposition at Shrine Exposition Hall, Los Angeles, California, March 23, 24, 26.

* * *

MAJOR ELECTRIC APPLIANCES hit the highest shipment level since the record year of 1950 and showed a 17% gain over the 1958 mark. A further gain of 3% is forecast for 1960.

* * *

MCGRAW-EDISON COMPANY purchased International Metal Products Company with manufacturing facilities in Phoenix, Arizona and Monterrey, Mexico. As part of McGraw-Edison Company, International Metal Products will be known as "International Metal Products Division."

* * *

AT LEAST 114,000 REWIRING jobs resulted from the HOUSEPOWER promotional program sponsored by Edison Electric Institute. The modernization of wiring systems of existing homes covered 100 Amps or larger service entrances. Only 16,000 of the rewiring jobs were financed.

* * *

CONSENSUS OF LEADERS in the housing field at a recent Washington conference "the housing market, in 1960, will be characterized by tight money—producing a 10 to 12% drop in the year's volume of dwelling units to be built."

* * *

CLOSE TO 50% OF the Better Homes & Gardens Idea Homes for 1959 were awarded Medallions.

* * *

THE AMERICAN INSTITUTE of decorators has awarded its coveted citation of Merit to the concept and realization of the "ROOM OF TOMORROW."

* * *

THE TEN TOP GROWTH industries for this new decade are: "electric utilities, consumer boats, foreign travel, missiles, electronics, office equipment, housing, aluminum, plastics, and drugs.

* * *

NATIONAL RESPONSIBILITY FOR administration of the Medallion Home Program will be assumed next year by the National Electrical Manufacturers Association (NEMA).

* * *

ADVANCE REGISTRATIONS PRESAGE a record attendance of 20,000 or more at the fourth annual Home Improvement Products Show to be held at Navy Pier, Chicago, February 5-7, 1960.

* * *

LIGHTOLIER MOVES WEST to Los Angeles opening a one-story building at 2515 South Broadway in January. Area provided in the new structure is 21,000 square feet with 8,000 square feet for the showroom. Balance of the building is used for warehousing and a factory for the Dorner Custom division of Lightolier.

* * *

IN THE RED DIRT of a 4,000-foot plateau 800 miles from the present capital of Rio de Janeiro, Brazil is building a new capital in a 4,000 square mile area. "Brasilia" is becoming a reality after years of planning and two-and-one-half years of actual construction. Official transfer of the capital from Rio is set for April 1960.

* * *

FIFTY EXHIBITORS SIGNED for space as result of initial announcement of First Industrial Building Exposition to be held December 12-15, 1960.

* * *

CHAIRMAN OF THE Board of GE Ralph J. Cordiner predicted the electrical industry would continue its historical pattern of faster growth than the national economy in general. Present Twenty Billion Dollar annual level can reach Forty-four Billion by 1966 and Ninety Billion by 1976.

* * *

NATIONAL ASSOCIATION OF HOME Builders 16th Annual Convention, Chicago, January 17, 1960.

* * *

CORNELL-DUBILIER ELECTRIC Corp., manufacturer of electronics equipment, will convert to a modern research and development laboratory its 100,000 square foot plant near Rt. 128, Norwood, Mass.

* * *

PHILADELPHIA ELECTRIC COMPANY's George Conover has accepted the big job of preparing a public relations contest for the electric industry.

* * *

RHEEM MANUFACTURING COMPANY, New York, has acquired a majority interest in Califone Corp., Los Angeles.

* * *

ELECTRO POWERPACS, INC., a subsidiary of Hydra-Power Corp., New Rochelle, N. Y., has acquired the assets of Dormitzer Electric & Mfg. Co., Cambridge, Mass.

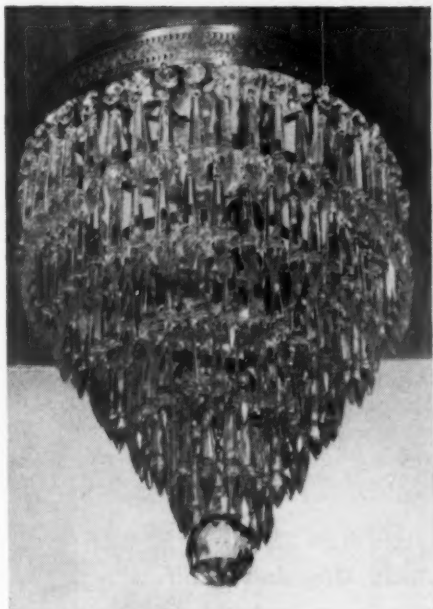
* * *

NEW YORK LAMP and Home Furnishings Accessory Show, Hotel New Yorker, and New York Trade Show Building, Jan. 17-22, 1960.

* * *

NEW PRODUCTS

Weiss & Biheller Features "OVAL"



Weiss & Biheller, importers of the finest chandeliers, features a unique and new idea in fixture design for the home.

An oval crystal fixture, designed with narrow areas in mind, such as hallways, foyers, and rectangular rooms. This type of ceiling fixture is believed to be the only one of its kind in the lighting industry.

The band is handmade and is available in either chrome or brass. The beautiful "oval" is made in two sizes for all those special areas: 14" long—11" wide—13" in body length and the smaller size: 12" long—9½" wide—11" in body length.

Weiss & Biheller, importers of only the finest, add a distinctly new idea to interior design.

New Sta-Brite Ceiling

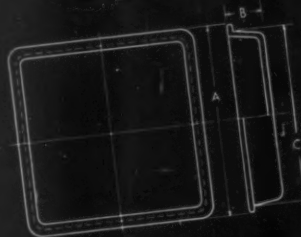
Sta-Brite has developed a revolutionary first, in the Home Building industry. The Modernlite.

Modernlite is a new economy priced, pre-fabricated, twenty-four square foot luminous ceiling contained in three packages. Each unit features the louvered grill work, Sta-Plex (R), trimmed with beautiful natural or gold anodized aluminum.

Modernlite is being enthusiastically received as it enhances kitchens, bathrooms, playrooms, Florida-rooms, truly a multi-purpose unit. It puts a custom made look into any home.

For an illustrated brochure, which highlights this exciting new product write Sta-Brite Fluorescent Mfg. Co., 3550 N.W. 49 St., Miami 42, Florida.

design flexibility in glass



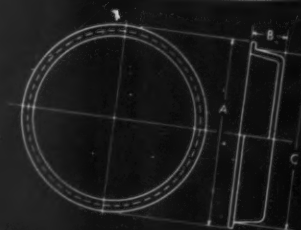
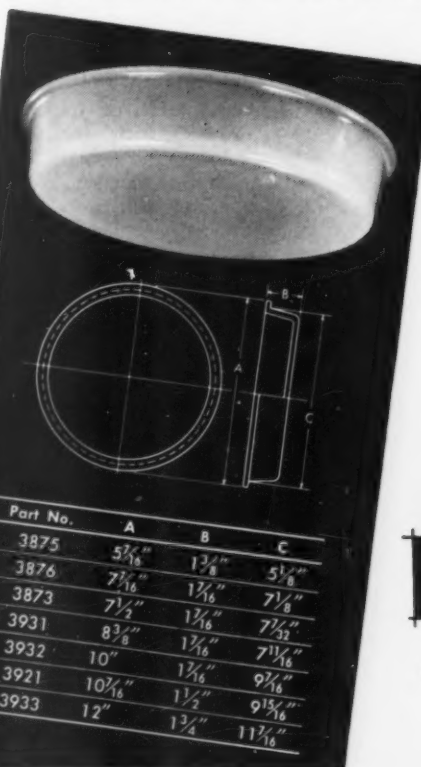
Part No.	A	B	C
3927	6"	1½"	5⅜"
4074	6⅝"	1½"	6⅜"
3928	8"	1½"	7⅜"
4212	8¼"	1⅜"	7⅜"
3929	9⅞"	1½"	9⅜"
4213	10⅜"	1⅜"	10⅜"
3930	11⅞"	1½"	11⅜"
4214	12¼"	1⅜"	11⅜"



Now... Beautiful Moonstone Diffusers

by Automatic Machine

Lancaster Moonstone diffusers produced by automatic machine provide: • Controlled distribution of light—at lowest possible cost • Immediate delivery—in large or small quantities • Genuine Moonstone beauty and utility—not simulated • Highest uniformity—for smart commercial or domestic interiors. Write today for prices. Lancaster Glass Corporation, Lancaster 8, Ohio.



Part No.	A	B	C
3875	5⅝"	1⅜"	5⅝"
3876	7⅝"	1⅜"	7⅝"
3873	7⅝"	1⅜"	7⅝"
3931	8⅝"	1⅜"	7⅝"
3932	10"	1⅜"	7⅝"
3921	10⅝"	1⅜"	9⅝"
3933	12"	1⅜"	11⅝"



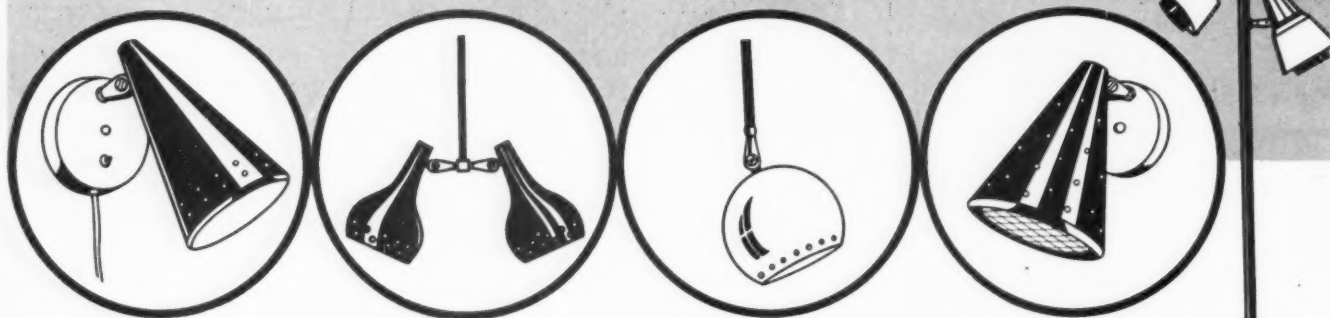
Member:
AMERICAN HOME
LIGHTING INSTITUTE

Lancaster
glass and plastics
to brighten your product's future

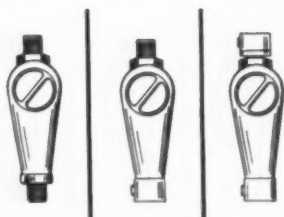
Our 50th Year

LEADING MANUFACTURERS

CHOOSE *Ward* STANDARD "PUSH-THRU" SWIVELS



for their GREATER HOLDING POWER . . . SMOOTHER ACTION!



$\frac{1}{8}$ m	x	$\frac{1}{8}$ m
$\frac{1}{8}$ m	x	$\frac{1}{8}$ f
$\frac{1}{4}$ f	x	$\frac{1}{8}$ f
$\frac{1}{8}$ m	x	$\frac{1}{4}$ f
$\frac{1}{8}$ f	x	$\frac{1}{8}$ f
$\frac{1}{4}$ f	x	$\frac{1}{8}$ m
$\frac{1}{8}$ f	x	$\frac{1}{8}$ f
$\frac{1}{4}$ f	x	$\frac{1}{4}$ f

Ward presents: 8 models to choose from, versatile assemblies, beautiful permanent finishes, positive operation, economy for the end-user. If it has a **WING BUTTON**, it's a **WARD SWIVEL**.



Ward ENGINEERING, INC.

Write for **NEW Brochure and Price List**
6439 San Fernando Road, Glendale, Calif.

General Electric Appointment

Dr. Charles E. Reed has been appointed general manager of the Chemical and Metallurgical Division of General Electric Company, succeeding Vice President Robert L. Gibson who has been named general manager of the Company's Transformer Division in Pittsfield. Dr. Reed, prior to his new appointment, was general manager of the company's Metallurgical Products Department in Detroit.

The Division he now heads includes the Wiring Device, Wire and Cable, and Conduit Products Departments as well as various chemical and metallurgical departments.

Dr. Reed was graduated from Case Institute of Technology with a bachelor of science degree in chemical engineering. He received his doctorate in science from the Massachusetts Institute of Technology in 1937 and was assistant professor of chemical engineering there for five years.

In 1942, he joined General Electric as a research associate in the Research Laboratory, Schenectady. He became manager of chemical engineering in 1945.

In 1952, he was appointed general manager of the Silicone Products Department, Waterford, N. Y. In February of this year, he was named manager of the Metallurgical Products Department, Detroit. Both of these departments are components of the Chemical and Metallurgical Division.

Dr. Reed is chairman of the Science Development Council of Rensselaer Polytechnic Institute and a member of the Chemical

Engineering Advisory Council of Princeton University. He belongs to the American Institute of Chemical Engineers, American Chemical Society, the Engineering Society's Monograph Committee, and the American Society for the Advancement of Science.

Curtis Names Wolfe Sales Representative

The appointment of John W. Wolfe as Sales Representative for the Cincinnati territory has been announced by Frank J. Bernd, General Manager, Curtis Lighting Division, Curtis-AllBrite Lighting, Inc.

For the past several years Wolfe has been a sales representative for All-Brite Fluorescent Fixtures in California, and prior to that was electrical estimator for North Bay Electric Company in San Rafael, California.

Curtis Names Simmons Sales Representative

The appointment of Robert C. Simmons as Sales Representative for the Rochester territory has been announced by Curtis-AllBrite Lighting, Inc.

For the past ten years Simmons has been associated with the General Electric Supply Co. in a sales capacity.

**More Listings in the
All-New 1960 LIGHTING
DIRECTORY**

Southern California Edison Appointment

A. L. Maxwell has been appointed manager of Taxes for Southern California Edison Company, succeeding Smith B. Davis, who recently was elected vice president and comptroller of the electric utility company's subsidiary, Associated Southern Investment Company.

A graduate of UCLA, Maxwell joined the Edison Company's Controller's Department in 1949. He subsequently served as an invoice accountant, tax accountant and traveling auditor. In April of this year, he was named senior tax accountant.

New Agency

Jim Clary, former sales manager for Light & Power Utilities Corporation, Memphis, announced the formation of an agency to represent electrical manufacturers in the Memphis trade area. The agency will operate under his name at 4943 Welchshire and will represent Light & Power, a manufacturer of fluorescent and incandescent light fixtures, and other lines.

Establishment of a full-time representative in the Memphis area had become important, according to Light & Power president Murray Reiter, as sales of the Memphis-made fixtures had grown so rapidly in the home area.

Clary had previously been associated with the Memphis Light, Gas & Water Division as lighting engineer, and was a salesman with Graybar Electric Company before joining Light & Power.

New Literature

New Spero Catalog

Spero Electric Corporation, 20500 St. Clair Avenue, Cleveland, Ohio has just issued an all new 64 page catalog.

The indoor and outdoor lighting equipment featured covers reflectors for standard and anti-arc disconnect sockets; reflectors grooved for $2\frac{1}{4}$ " holder and for fast-on fast-off sockets; gym lights; highbays, lighting specialties, such as their hylighter and auditorium lights. Other categories cover vaportight lighting fixtures—junction boxes—floodlights—clusterlights lampholders—yardlights and pole line hardware. Of particular interest are the new PL lighting units, ideal for municipal, state, federal or private projects.

The useful and thorough catalog, featuring specification data, is available in bound form, as well as loose-leaf. Request on company letterhead from Spero Electric Corporation.

Wall and Utility Brochure Issued by Lightolier

An eight-page booklet cataloging wall and utility fluorescent lighting has just been issued by LIGHTOLIER INCORPORATED, Jersey City, N. J.

Introducing Reflect-A-Line and Prismalux bath brackets, two of Lightolier's newest lighting developments, this brochure outlines specifications for Lyteline and Sightron units. These four lines have been designed to supply virtually all needs in wall and utility lighting.

Copies of the wall and utility booklet may be obtained by writing on official letterhead to LIGHTOLIER INCORPORATED, 346 Claremont Avenue, Jersey City 5, N. J.

AC Drawn-Case Capacitors

Bulletin GEA-6789A, four pages, provides detailed information on general purpose AC capacitors used for improving motor performance and power factor. Units are designed for a wide range of industrial applications including business machine and fan motors, air conditioning, and refrigeration.

Publication contains graphs, outline drawings, terminal, bracket and case data, application information and a list of available ratings ranging from 1-50 microfarads at 165 to 440 VAC.—GENERAL ELECTRIC COMPANY, Schenectady 5, N. Y.

New Halo Recessed Lighting Full Color Catalog for 1960

Halo Lighting Products, Inc., Chicago, released to the industry its new Full Color 24-page lighting catalog for 1960.

In addition to basic square, round and rectangular recessed housings and trims, the colorful catalog features such new units as pendant and surface ellipses, pendant spheres, wall and ceiling brackets, "Fitall" housing for round trims, "AllGlas" trims, and projector spotlight and adjustable downlite.

Single copies of the new catalog can be obtained by written request, on company letterhead. Write: Halo Lighting Products, Inc., 3232 W. Chicago Ave., Chicago 51, Ill., Attn: Catalog Dept.

Analysis of 1959 Revision of National Electrical Code, 200-1959

A great many changes, both in substance and in editorial arrangement, have been included in the 1959 edition of the National Electrical Code.

To assist users in comparing the 1956 and 1959 editions of the Code, Howard Michener of the NEMA Staff has prepared an Analysis of the changes which have been approved since 1956. All those who must be familiar with the Code will find this Analysis of inestimable value.

Copies of the Analysis are available at 50 cents each from the National Electrical Manufacturers Association, 155 East 44 Street, N. Y. 17, N. Y.



For low-cost trouble-free assembly-specify **BERGER** Quality Lighting Products

Steel Pipe the standard of the lighting industry! $\frac{3}{8}$ " O.D. ($\frac{1}{8}$ " I.P.S.) $\frac{1}{2}$ " O.D. ($\frac{1}{4}$ " I.P.S.) $\frac{5}{8}$ " O.D. ($\frac{3}{8}$ " I.P.S.) and $\frac{3}{4}$ " O.D. with precision rolled thread. Special shapes and sizes to order!

Ask your Representative or Write Today for Samples and Catalog!

B **ERGER**
MACHINE PRODUCTS

74-16 GRAND AVENUE, MASPETH (N.Y.C.), N.Y.
DEfender 5-8000

PALNUT® LOCK NUTS

SPEED UP ASSEMBLY

Use only one part to replace two, or even three

SLASH YOUR COSTS

Cost less to buy—cost less to assemble

KEEP PARTS TIGHT

Spring locking action can't loosen



Regular Type PALNUTS

For 1/8", 1/4" and 3/8" pipe and nipples. These precision spring steel locknuts cost less than plain iron nuts.



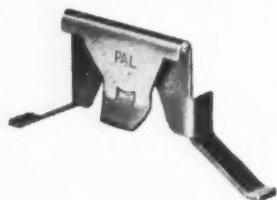
Acorn Type PALNUTS

1/8" pipe size decorative nut for Circline and bent glass fixtures. Also other sizes for fluorescent fixtures, etc.



Washer Type PALNUTS

One-piece locknut and flat washer saves parts, handling and costs. Sizes #8-32, #10-24 and 1/4"-20 for mounting ballasts. Also 1/8" pipe sizes, with 7/8" dia. flat washer, for pipe and nipples.



PALNUT Retaining Clips for Recessed Lighting Fixtures

Low in cost—fast push-on assembly—positive grip on bezels—safe, resilient, rattle-proof tension on glass of any thickness—removed by simple prying action.



PALNUT Self-retaining Nuts for Fluorescent Sockets

Spring-tempered steel nut pushes into slots—flared sides hold in position to receive screws—locking action prevents loosening in service. Size #6-32 for Tombstone Sockets; #8-32 for Slimline Sockets.

FINISHES: Cadmium, chrome, nickel, brass and dull black.

Send for free samples, stating type and size.

THE PALNUT COMPANY

DIVISION OF UNITED-CARR FASTENER CORPORATION

71 GLEN ROAD MOUNTAINSIDE, N. J.

Here, There & Everywhere About People, Places & Things

by Charles Michalson



Charles Michalson

Wish to take this means of thanking you one and all for your many Holiday Greetings and also to wish you all a Healthy and Prosperous New Year.

• • •

The Marle Company of Stamford, Conn., celebrating their 35th year in business. Business still in hands of original owner, Martin Levine who has his three sons with

him.

• • •

Sam Kallman, G. E. Lamp Division never forgets to send me Log Book and Diary.

• • •

Mr. and Mrs. Jerry Braff—Braff Lighting of Youngstown, Ohio, visitors to New York in December.

• • •

Bud Voelker, manufacturers rep, Halcolite & Artolier, Texas, Oklahoma—made a quick New York trip in December.

• • •

Frank Simmons, Designer and Manufacturer, New York, on extended Mediterranean trip in December and January.

• • •

We attended many Xmas parties week before Christmas and also Christmas week and are none the worse for it.

• • •

Yesterday, men ran into debt, today they dive into it, in a two-tone car.

• • •

Nela Park, Advanced Lighting Application Conference—January 18th-22. Why not attend?

• • •

Irving Slavin, Irvin Electric Supply, Newark, and Rale Electric of Asbury Park, N. J. has been elected Secretary of the Jersey State Electric Distributors Assn. See full details elsewhere in this issue.

• • •

Wouldn't it be nice if the American Underwriters and the Canadians got together for a uniform code for both countries.

• • •

Stanley Framburg—Chicago a recent Eastern visitor.

• • •

One way to be happy and have everything you want is to never want anything you know you can't have.

Geri—that Geringer Gal—has certainly increased my correspondence the past month. Can't give out her message as yet, but why not write Geringer for information:

• • •

Jerry Silvers, new National Sales Manager for Globe Lighting—Commercial and Industrial Lighting departments.

• • •

Read LIGHTING for all the news.

• • •

E J S Los Angeles, have just increased their plant with an additional 25,000 square feet of space.

• • •

Leviton now making a series of lamp holders for multi-power-groove. Write them for complete details.

• • •

Ruby-Philite and Philite Radiant, Long Island City, N. Y. gave a Christmas party for all their employees on December 24th. Everyone attending was given a large turkey.

• • •

Have you ordered your 1960 copy of the LIGHTING Industry Catalog and Directory?

• • •

We tried the new Greyhound Delivery Service recently—Philadelphia to New York—and got a package within five hours and this was during the Christmas Rush. Try it.

• • •

Philite-Radiant new line of crystal trim fixtures making a big hit.

• • •

Greene Bros. Lighting now at 962 Third Avenue, moving to 1059 Third Avenue on March 15th. Need more show room space.

• • •

Read our Lighting News Letter in every issue and keep posted.

• • •

We hope to have that lunch with Charlie Rosen of Artolier before this issue goes to press. This luncheon has been pending since last March.

• • •

Are you planning to attend the New York Lamp Show January 17-22nd Better make Hotel reservations.

• • •

Henry Cooper—Manufacturers Rep., Columbus, Ohio, spent a week in the East in December.

• • •

Eastern Coast Lighting & Electric Supply Co., Staten Island, N. Y., hope to be in their New Home by January 15th.

• • •

Phil Young—Neo Ray, New York, passed away in December and was buried December 29th. He had been ill for soem time. Mr. Young was one of the owners of the company and was well known in the lighting industry.

LIGHTING, January, 1960



Geri, The Geringer Gal Sez...
**"GERINGER FIXTURES
ARE SO ELEGANT!"**
"Just sitting here under No. 788 (right) makes me feel so stylish. This Golden Line Pull Down is 15" in diameter finished in polished brass with three-way bottom turn switch. It holds three 100 Watt bulbs and adjusts 20"-60" from ceiling. It retails about \$56. No. 48 on left is a 6" diameter fixture. Hang straight swivel. Finished in polished brass. It retails about \$15.50."



THE LINE DESIGNED WITH YOU IN MIND

GERINGER

L I G H T I N G

GERINGER & SONS MFG. CORP.

Factory & Offices: Peekskill, New York

**ASK YOUR GERINGER REPRESENTATIVE
FOR YOUR SET OF GERINGER GALS**

EARLY AMERICAN FIXTURES by LINCOLN



No. 9105
22" Spread
36" O.A.



No. 9706
11" Spread
16" O.A.



No. 9305
22" Spread
36" O.A.

**WRITE FOR OUR NEW
1960 CATALOG**



No. 9201
10" Long
Extends 10"





No. 027
16" Long
8" Spread



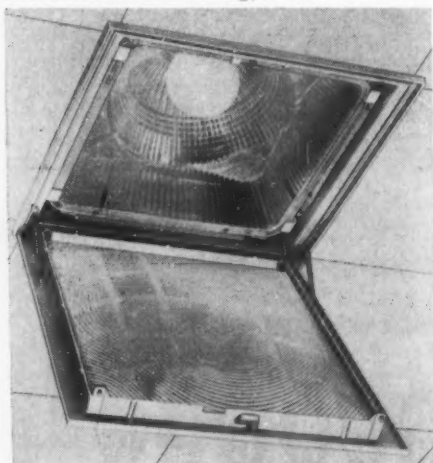


No. 9801
7" Long
Extends 7"

LINCOLN LIGHTING PRODUCTS, INC., 4121 North Rockwell St., Chicago 18, Illinois

LO-BRITE

Holophane Company, Inc., announces the new F-1565 series, a recessed luminaire, Lo-Brite*, concave Controlens* (R) for 12" tile construction. It features a Holophane mechanical innovation—PAL (Positive Automatic Latching).



Its distinctively simple design integrates with a wide variety of contemporary interiors: banks, churches, supermarkets, lobbies, auditoriums, libraries, restaurants, classrooms, etc. No. F-1565 combines economy with uniform luminosity, low viewing brightness and high efficiency.

The luminaire features a die-cast, corrosion-resistant cast zinc door and trim designed to fit into a 12" ceiling opening in a tile or plaster ceiling. Two mounting rails are furnished eliminating the need for ex-

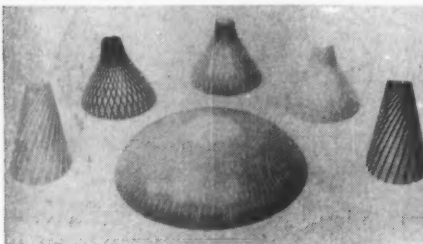
tra plaster frames.

Relamping is made easy with PAL. The door is simply opened by pushing up against the Controlens which releases the latching mechanism allowing the door to swing open slowly and smoothly. The lamp can be serviced from the floor with a standard lamp changer pole. No springs are involved in opening, closing or holding the door in a closed position. The entire operation is accomplished by positive pressure against an activating lever and a clasp that automatically closes the Controlens door.

For further detailed engineering information consult: Holophane Company, Inc., 342 Madison Avenue, New York 17, N. Y.

New Pattern Effects by Marplex

New color combinations applied to recently introduced Marplex contour patterns will open many creative possibilities for the design engineer.



"The patterns appear to be designed for specific shades, but can actually be used in a series of different shades," states Erich Marx, president of the fiber glass shade manufacturing firm.

The mellow "sand" on "bone white", the

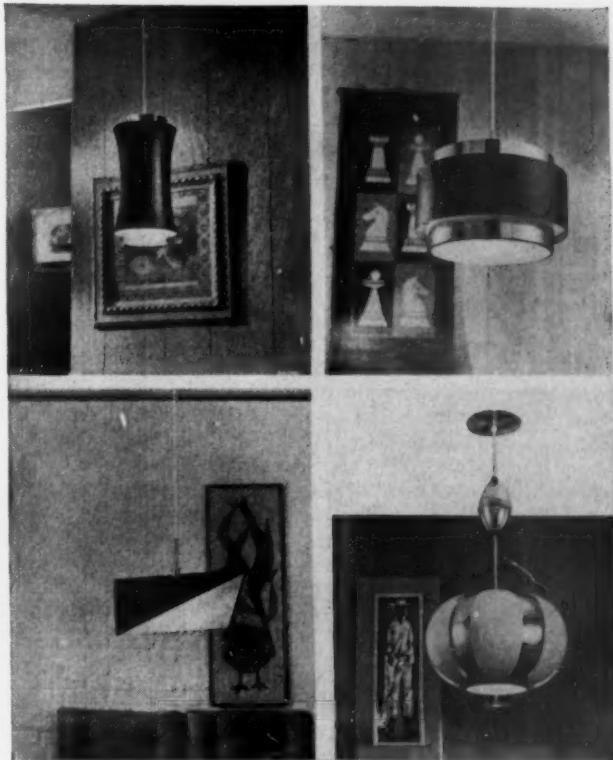
soft white on white or "off white" gently blend to create a subtle and pleasing effect. All combinations come in the modern and interesting Spiral pattern, which was taken from a contemporary European trend, and in the distinctive and exciting Criss-Cross pattern. Until now these patterns made use of gay and strong colors, such as red, coral, brown, and black, to meet the popular demand. The new effects were created by using existing facilities and are designed to appeal to the more discriminating buyers. All patterns are owned and controlled by Marplex and can be printed in colors different from the ones named above upon customer specification.

For more information or samples, please write to Marplex Co., 348 Washington St., El Segundo, California.

New Silicone Fluid Insulates Electric Wiring

"Liquid glass" in collapsible metal tubes is now available for industrial use in sealing electrical connections to prevent arcing, flash-over or short circuits. The product, a silicone compound which coats or is packed around electrical connections and similar components, is packaged in a special fold-up squeeze tube with a long plastic nozzle to permit easy use on hard-to-get-at connector terminals and other circuits. Non-gumming, non-melting and noncorrosive, the silicone compound (developed by Dow-Corning Corp.) adheres immediately to most surfaces, and is said to be particularly valuable in preventing shorts caused by moisture. It resists temperatures from -90 to 250C.

New Members of Enchante Line



Four Enchante light fixture originals by Thomas Industries Inc., Louisville, Kentucky. **FLAMINGO** (upper left), a pendant type fixture with black metal shade and vertical perforations at the top and bottom, creates glamor in a home, gallery, theater, hotel or night club. **BANDBOX** (upper right), smart and distinctive, is a pendant with black painted metal outer cylinder, two solid copper top and bottom inner cylinders and acrylic diffusers top and bottom. **TIVOLI** (lower left) is a pendant with fantasy in planes and triangles creating fascinating optical illusions. It has a shade of black painted metal and white plastic with a solid polished brass trim. **FIESTA** (lower right) is a reel pull-down fixture featuring white painted metal panels over solid copper with a white acrylic diffuser.

Twelve new highly styled, dramatic lighting fixtures have been added to the Enchante line of Thomas Industries Inc., Louisville, Kentucky, one of the nation's largest manufacturers of lighting fixtures.

The additions to the line offer new variety for electrical contractors, architects, interior decorators and designers to choose from.

• • •

Electrical League Director

The appointment of Don E. Rosenthal as Executive Director of The Electrical League of New York, Inc. has been announced by Carroll L. O'Shea, President. Mr. Rosenthal was Executive Secretary of The St. Louis Electrical Board of Trade. Before his association with the St. Louis group, he was Managing Director of The Nebraska-Iowa Electrical Council, Inc.

Mr. Rosenthal, a graduate in Business Administration from Miami University, Oxford, Ohio, will move from St. Louis to the New York area.

The Electrical League of New York, Inc., the name just recently having been changed from Electrical Associates, Inc., is composed of people in all branches of the electrical industry of The City of New York such as manufacturers, distributors, contractors, dealers, inspectors, architects and engineers.

The organization is a non-profit organization for the fostering of trade and commerce of those having business, financial or professional interest in the electrical industry of The City of New York, to promote the general welfare and prosperity of the city and stimulate public sentiment to these ends.

The present membership of over 400 is growing at a very fast rate and is made up of leaders in the electrical industry.

LIGHT-ABILITY PLUS SALE-ABILITY

Get BOTH In The
Inspired Line Of
Precision Engineered
DESK LAMPS

by

Acme

WRITE FOR
CATALOG
ILLUSTRATING
THE COMPLETE
ACME LINE



WITH DUALITE BLENDED LIGHTING,
TRU-BALANCE, FEATHER-TOUCH
CONTROL, E-Z SWING MAGIC ARM
AND SCORES OF OTHER FEATURES

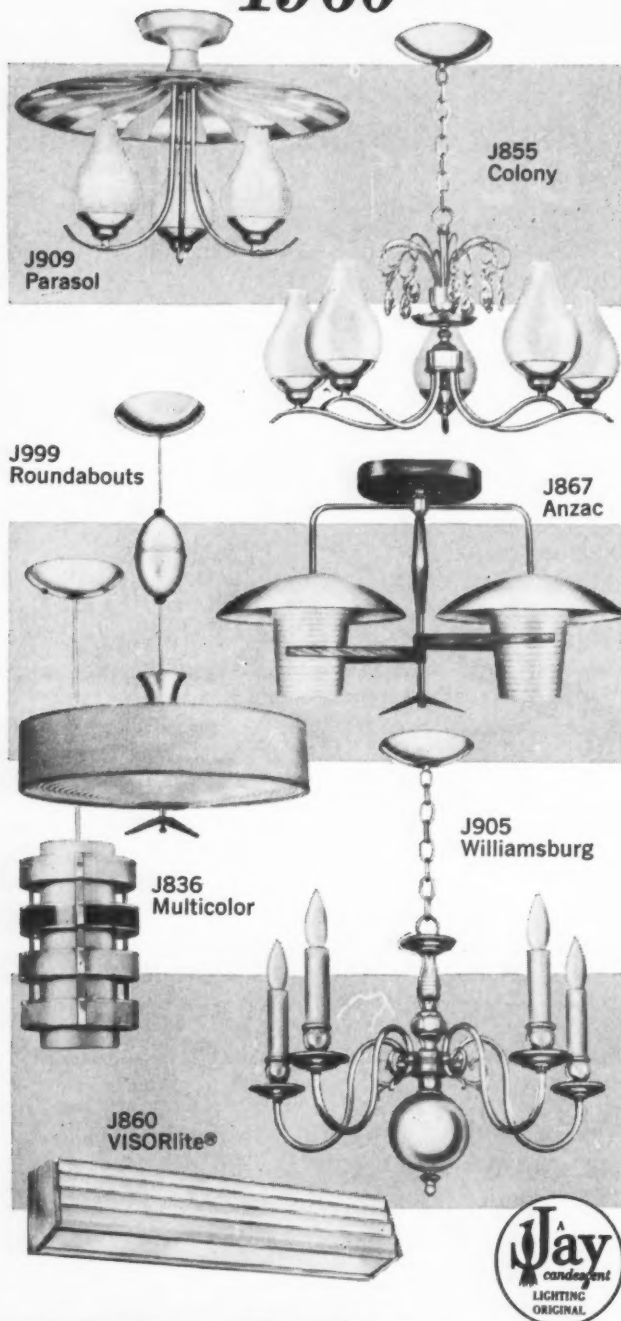
FUNCTIONAL
FLUORESCENT
AND
INCANDESCENT
LIGHTING
FOR
HOME AND
OFFICE



Acme

LITE PRODUCTS CO.
Congers, New York

some of the **JAY** *candescant*
highlights of 1959
 that will make sales headlines
 in **1960**



JAY LIGHTING MFG. CO., Inc.

25 Quincy Street, Brooklyn 38, N.Y.

Distributors in principal cities

Come to our Showrooms at 7 E. 35th St., New York City, and see the matched series of these and other successful designs for contemporary or traditional interiors, from 1-lite flush ceiling and wall pieces to brilliant chandeliers . . . or call or write L160 for details.

Ask for
 Jay's 1960
 Supplement 60A
 — just out!

Diffusers

Two new extruded plastic diffusers for fluorescent fixtures which provide increased intensity of light down on work areas, higher fixture efficiency, excellent 45-degree cut-off, as well as uniform low surface brightness and economy have been announced by Sheffield Plastics, Inc., of Sheffield, Mass.

Both wrap-around utilize a new Directo-Lite prismatic design to provide directional control of transmitted light. The result of a 2-year development program by Sheffield engineers, the styrene diffusers are known as Directo-Lite and Tu-Tone respectively.

The directo-Lite diffusers are made of clear styrene in wrap-around form. Specially designed prismatic striations, which are formed during extrusion, cut off eye-straining bright spots on both the bottom and sides.

In addition, in the critical area between 45-degrees and the ceiling level, the new prismatic design on the sides refracts emitted light upward to the ceiling, where it then contributes to overall lighting efficiency in a room. Sheffield engineers indicated that by proper fixture design, up to 60% of the total light emitted by the sides can be directed toward the ceiling.

The prismatic lens design on the bottom of the diffusers directs all emitted light downward onto to work areas, yet prevents glare or bright spots. It was estimated that as a result of the new design, light falling in undesirable areas is less than 1/4 that falling on work areas.

Extremely attractive, the new diffusers have a uniform low surface brightness within the 45-degree cone in which cut-off is desired. In tests conducted at the Sheffield laboratory, two fixtures were set-up, identical in all respects, except that a conventional clear styrene diffuser was used on one. A new Directo-Lite diffuser was used on the other. Photographs taken off this test installation clearly show the excellent cut-off, ceiling illumination, low surface brightness and attractive appearance of the Directo-Lite diffuser.

Cost per pound of the new Directo-Lite diffusers is the same as regular styrene diffusers, it was stated. They should, therefore, be particularly attractive to fixture manufacturers seeking to increase the efficiency and improve the appearance and design of their fixtures.

The new Tu-Tone diffusers are the result of a new manufacturing technique developed by Sheffield engineers which makes possible the incorporation of white translucent and clear styrene materials in a single plastic part—at no additional cost in tooling or manufacture over conventional one-color styrene diffusers, it was stated.

For more information write Sheffield Plastics, Inc., Sheffield, Mass.

**Suclar Makes New Sales Policy On
 Slimline Fluorescents**

Suclar Laboratories of Newark, New Jersey, pioneer in development of long life lighting has announced a policy of selling long life slimline fluorescent lamps to the trade over their own brand name.

The new product, a 96", T-12 slimline fluorescent lamp has been in development for almost two years and has a long life factor of 15,000 hours. It is a quality item designed to sell at competitive prices—yet gives the dealer a larger-than-average profit margin.

The Suclar sales policy includes selling to wholesalers, jobbers and dealers. A study is presently under way to create color fluorescent that will have maximum merchandising potential and will stimulate sales to retail stores such as furriers, jewelers, clothiers, etc.

The new slimline fluorescent lamp was first introduced to the trade at the 1959 Lighting Exposition at the New York Coliseum. After 14 months of intensive laboratory testing, it was hailed as a great success and a boon to a stagnant fluorescent lamp market. The Suclar 15,000 hour long life slimline was of particular interest to large using consumers such as supermarkets, factories, etc. where cost of replacement and maintenance is an expensive factor.

A complete line of the 96", T-12's is offered in all colors. Advertising for these precision-made fluorescents will incorporate the theme: "A carriage trade product."

Representatives, jobbers, wholesalers and dealers interested in complete information about the new 15,000 hour long life slimline fluorescent should write directly to: Department L-1, Suclar Laboratories Inc., 1197 McCarter Highway, Newark, New Jersey.

The
ACME
5000
Line



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One of the many smart
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OTHER TRADE SHOWS

January 11-20	—Canadian Furniture Mart, CNE Buildings, Toronto
January 17-22	—New York Lamp and Home Furnishings Accessory Show, Hotel New Yorker and Trade Show Bldg. 230 Fifth Ave. Lamp Show.
February 7-14	—Chicago Gift Show, LaSalle Hotel and Palmer House.
February 7-19	—Merchandise Mart China, Glass & Gift Market, Chicago.
February 21-26	—New York Gift Show, Hotel New Yorker and Trade Show Bldg.

NEMA Standards Publications

The following new and revised NEMA Standards Publications are available for immediate distribution. Write NEMA, 155 East 44th Street, N. Y. 17, N. Y.

1. AB 1-1959 (November 1959) Molded Case Circuit Breakers

These standards cover air circuit breakers, single-pole and multipole, assembled as an integral unit in a supporting and enclosing housing of insulating materials, for current ratings up to and including 800 amperes in frames not exceeding that rating, for nominal voltages up to and including 600 volts alternating current, 250 volts direct current, and with interrupting current ratings of more than 1000 amperes. (40c per copy)

2. BC 1-1959 Bituminized-fibre Conduits and Fittings

The following information is given for bituminous-fibre conduits and fittings for the installation of wire and cable; types, sizes, wall thickness, straightness of bore, joints, water absorption, chemical and physical properties. (30c per copy)

3. CPI-1959 Shunt Capacitors

Service condition, rating, manufacturing, testing, application

and operation information for shunt capacitors is covered in this revised publication. The terms used are defined. (50c per copy)

6. DC 6-1959 Nameplate Information, Ampere Ratings, Voltage Rating and Load Characteristics

The information given in this booklet applies to automatic temperature controls in general. (20c per copy)

7. FU 1-1959 Low-voltage Cartridge Fuses

FU 1-1959 contains information on the rating, performance, characteristics and manufacturing of Class H, J, L and M low-voltage cartridge fuses rated at 600 volts or less, alternating current and/or direct current. (70c per copy)

8. HE 2-1959 Electric House Heating Equipment

This Standards Publication covers definitions, ratings, markings, methods of test, performance, safety and durability of electric space heating equipment of the types principally used in residences, such as baseboard heatings, wall heaters and heating cable. (30c per copy)

9. HV 1-1959 Summary of Characteristics of Apparatus Insulators

The characteristics of cap-, pin-, and post-type apparatus insulators are given. These characteristics include the technical reference number of the unit or stack; number of units and height per stack; diameters; cantilever, tensile, torsional and compression strength; radio influence voltage data; low-frequency puncture, flashover and withstand values; leakage and dry arcing resistance; and impulse flashover and withstand values. (25c per copy)

10. SM 10-1959 Piping Systems for Steam Turbine Generator Units

The purpose of this publication is to outline the basic principles and specific requirements for the design, fabrication and installation of oil piping, steam gland piping and integral steam piping for steam turbine generator units rated 15000 kw through 33000 kw. (25c per copy)

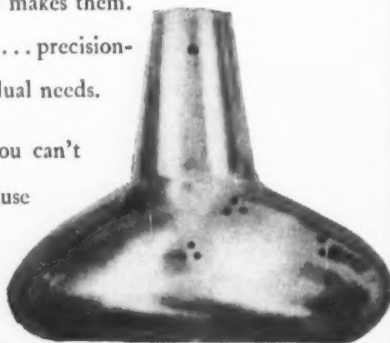
11. SM 201958 (Revised November 1959) Mechanical-drive Steam Turbines

The characteristics of mechanical-drive steam turbines are detailed in this book. Separate sections cover definitions, nomenclature, shipment and installation, and steam piping systems. (2.00 per copy)

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Mirror Brass Outside — White Inside—Delicately Ribbed for Added Beauty — Height 7½" — Bottom Open 5½" — Top Diameter 2¼".



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Height 6¼". Top Hole ⅛" pipe. Top diameter 1⅝". Bottom diameter 6½".

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—Tel. OSborne 8-8358

What Shall We Do

—Continued from page 18

The sampling of public opinion has become an important tool. To measure how many people wanted this "government-take-care-of-me society," which is also known as "collectivist" society, questions such as the following were developed:

1. Do you think the government should put a top limit on salaries?
2. Should there be a limit on the profits a company can make?
3. Are you for or against government ownership of banks?
4. Should government control prices of commodities in peace time?
5. Should the government guarantee jobs to all?

These questions were first validated upon two control groups, one group being people known by their public utterances to be believers in Socialism or Communism, the other control group being people who were known to be believers in free enterprise.

As might be expected, a high percentage (81%) of the control group believing in socialism answered these questions in the affirmative. On the other hand, a very high percentage (95%) of those believing in free enterprise answered these questions in the negative.

These questions were then asked of representative samples of American people. The first test, made some years ago, showed that 38 percent of all the American people who answered these questions answered as did the Socialist control group. Nearly half the people in the large cities gave similar answers. These people were not Socialists or Communists; they were Americans. Yet they believed the same things the Socialists believed.

The next step was to find out why people had these beliefs. To determine how well the American people understood their economic system, a number of fact questions were asked.

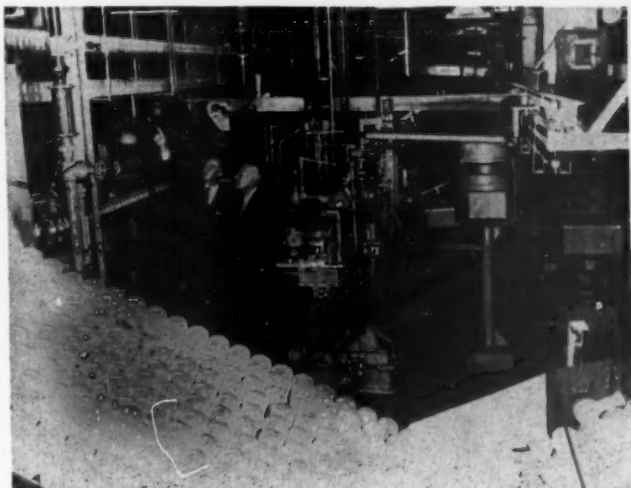
"What is the average profit in industry?" The average answer was 25 percent. "What is a fair profit?" The answer was 10 percent. People thought industry was making two-and-a-half times what was fair. The fact is that profits on sales are running in the neighborhood of four percent and have been for years—less than half of what people thought was fair.

The next question involved the distribution of money in a corporation—that is, the money left over after paying for material, supplies, rent and heat. The average answer indicated that people believed 75 cents out of every dollar of this divisible income went to owners and only 25 cents to employees. The fact is that 87 percent of this divisible income goes to employees and only 13 percent to owners.

Next step in the study was to analyze the relationship between ignorance of economic facts and a person's ideology.

A cross-indexing of answers to the above questions indicated that in the group of people who were well informed as to facts, only 25 percent tended to favor the collectivist ideology while 75 percent tended to support free enterprise. Among the group uninformed on facts, only 17 percent favored free enterprise, while 83 percent of them favored collectivism. (Continued next mo.)

New Automatic Machine Can Produce 32 Million Light Bulbs per Year



F. M. Sloan, Westinghouse vice president and manager of the company's lamp division (left), and William Alvine, a retired employee, are shown as they examine the lamp-making machine. The device is producing the company's recently introduced New-Shape Eye-Saving white bulbs.

The Westinghouse Electric Corporation's lamp division is now operating what is believed to be the newest, largest and fastest lamp-making equipment in the world. The 100-foot-long machine was developed by Westinghouse engineers and is capable of producing 32 million light bulbs per year. It represents complete automation in the manufacture of incandescent bulbs.

Raw materials such as the glass bulbs, filament mounts, bases, solder, lead wires and silica coating material enter the two parallel manufacturing lines of the machine on one end, and complete light bulbs emerge on the other.

Product inspection is done electronically, and a memory circuit keeps track of any individual bulbs which were not properly made. The machine then rejects them from the line at the proper point.

Finished bulbs are automatically packed in sleeves, inserted into cartons, placed on pallets, and conveyed to awaiting trucks or boxcars. Humans are needed only to monitor the electronic control system.

Shows On the Agenda

- JANUARY 17-21, 16th annual meeting National Association of Homebuilders. Chicago Coliseum, Conrad Hilton and Sherman Hotels.
- JANUARY 17-22, New York Lamp & Home Furnishings Accessories Show. Hotel New Yorker and Trade Show Building.
- JANUARY 24-29, Western Winter Market—furniture, appliances, lamps—Western Merchandise Mart, San Francisco.
- FEBRUARY 7-10, San Francisco Gift & Housewares Show, San Francisco Western Merchandise Mart.
- FEBRUARY 1-14, February China, Glass & Gift Market, Chicago Merchandise Mart.
- FEBRUARY 12-22, Long Island Home Exposition, Roosevelt Raceway, Westbury, Long Island.
- FEBRUARY 7-14, Chicago Gift Show, Lasalle Hotel and Palmer House.
- FEBRUARY 14-17, Portland Gift Show.
- FEBRUARY 21-24, Seattle Gift Show.

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SEMI-CONCEALED, ADJUSTABLE FLOODLIGHTING or SPOTLIGHTING



Triangular housing makes this the perfect unit for unobtrusive, neatly integrated spot- or flood-lighting. Ideal for use in stores, churches, building lobbies, theaters, displays, etc. Can be easily mounted either horizontally or vertically.

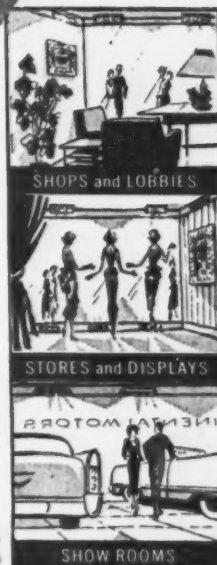
Available in 1, 2 or 3 lamp units (with each lamp in adjustable Gimbal ring) in two sizes: for 150 W or 300 W PAR-type lamps. Optional color filters for special lighting effects.

Write for bulletin on "Direct-the-Lite"



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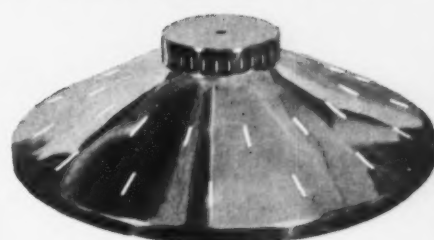
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P 932 H —
HAMMERED
BULLET
Height: 8" Opening: 5 1/4"



DS 417 P — SHADE
Mirror Brass outside with White inside.
Height: 4 1/4" Diameter: 17 1/4"
Also available in 14" and 20" Diameters



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EB 1220 — 2 PIECE
EYE BALL UNIT
Height: 8 1/2" Opening: 5 1/2"

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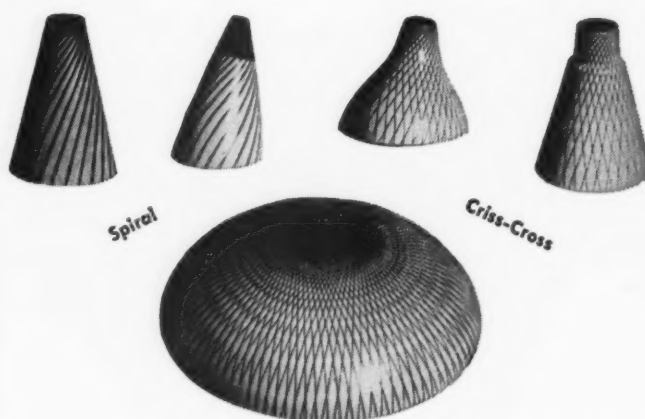
Ask for our contemporary catalogs or traditional catalog, name of rep in your area, on your letterhead.

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Shown are two of several patterns which appear to be designed for specific shades, but can actually be used in a series of different shades. They give the designer the same unlimited opportunities usually found in an overall pattern such as our extremely subtle Mosaic. For more information, please write:



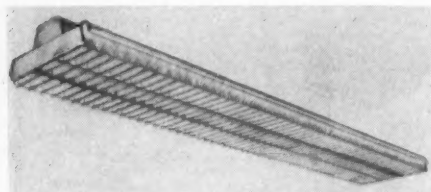
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New Smithcraft Director Utilizes Power-Groove Lamps For Extra-High Illumination

The development of a new commercial fixture utilizing the latest Power-Groove lamps for high light output has been announced by Smithcraft Lighting, Chelsea 50, Massachusetts.



The new Director fixture is a distinctive, modern unit with a 19" wide "Area of Light" that assures superior high-level lighting in any application. The two-lamp Director produces 30,000 lumens of illumination—one-third more than a conventional four-lamp unit, and equal to a standard six-lamp unit. The high illumination allows the use of fewer fixtures to produce a given amount of light, substantially reducing the cost of lighting a given area. The director also features good diffusion characteristics and a pleasing light pattern. Rigid steel louvers provide shielding of 25° crosswise, 35° lengthwise.

Described as an all-purpose commercial fixture, the Director with Power-Groove lamps is extremely effective in stores, offices, drafting rooms and all other commercial and semi-industrial areas where extremely high lighting levels are required.

The fixture may be pendant-mounted individually or in continuous rows.

Maintenance of the Director is swift and easy, with rigid louver that may be released from either end for re-lamping and may be "self-suspended" at a convenient level. Safe, yet simple snap-locks hold the louver at the corners of the unit. All metal parts are finished in Smithcraft Bonderite and Baked White Enamel... a finish which adheres firmly to the metal and stays white indefinitely.

For information on the new Smithcraft Director with Power-Groove lamps, write to Smithcraft Lighting, Chelsea 50, Massachusetts.

Guth Fluorescent Fixtures—First with Lucite Acrylic Finishes

The same brilliant acrylic-base finish used on millions of late autos (no polishing in 3 years)... is now available on Guth Fluorescent Fixtures at no extra cost!

This new Lucite Acrylic enamel by DuPont assures an extra-rich, sparkling white finish on Guth fluorescents with 50% less discoloration, when exposed to ultraviolet, than other quality enamel finishes.

The Lucite Acrylic finish provides maximum reflectivity and light output. Since it affords up to 80% greater resistance to all common stains, compared to other good enamel finishes, the original efficiency of Guth Fluorescents now lasts longer.

Because Lucite Acrylic finish on Guth fixtures is 175% harder than present quality enamel finishes, dust and dirt can't embed itself as easily... maintenance costs

are reduced.

Guth fluorescents with this tougher Acrylic finish have superior resistance to chipping and scratching.

Also, new Acrylic finishes on Guth fluorescents provides better paint adhesion to the metal, better humidity resistance, better salt spray resistance, better fume resistance, better grease resistance, better heat resistance and better baking-color stability than other quality enamel fixture finishes.

For additional information and comparative test data write the Edwin F. Guth Company, 2615 Washington Blvd., St. Louis 3, Missouri.

New Majestic Showroom

Majestic Lamp Mfg. Corp., 780 E. 134 St., New York City, announces the opening of its new showroom on the 14th floor of the Lamp and Shade Center, 230 Fifth Ave., New York. Acquisition of Room 1410 will enable Majestic to show in spacious and luxurious surroundings its complete line of modern lamps, lighting fixtures, and room dividers. This move from smaller quarters in the same building marks the firm's 10th year as "modern specialists" in the field of residential illumination, including as it does both portable lamps and lighting fixtures in its line.

In celebration of the new showroom and the 10th Anniversary Majestic is giving away to three lucky buyers a 1960 17" Emerson Portable Television Set. The three sets will be on display concurrent with the opening of the lamp show in New York, on Sunday, January 17th.

LANTERNS, LIGHTING FIXTURES

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for Churches, Hospitals, Public Buildings, etc. No order too large, none too small. We will be glad to quote on your requirements.

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NOTICE

This notice is for the purpose of informing the trade that U S Patent No. 2,916,250 has been issued to I. Wolar covering adjustable hangers for pulley cord supported fixtures. Action will be promptly instigated against any infringement. I. Wolar.

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New York

New House Book Shows Individuality in American Design

Judging from their new houses, Americans have stopped "trying to live entirely rational lives in entirely rational surroundings," says Russell Lynes, noted author and social commentator, in an introductory section to *THE SECOND TREASURY OF CONTEMPORARY HOUSES*, just published by F. W. Dodge Corporation, New York.

The development of individual expression in our recent house architecture, he continues, "tell us . . . that we are no longer the creatures of functionalism and that we are aware that there are conveniences of the flesh that are worth foregoing for pleasures of the spirit. It means that we have struck a blow for eccentricity and experiment, by trying to reorder our lives in such a manner that the machinery of life does not dictate and circumscribe the fun of life."

THE SECOND TREASURY OF CONTEMPORARY HOUSES is primarily a book of ideas. Its houses, described in superb photographs, plans, drawings, and a lucid text, range from the inexpensive to the luxurious, from a very few rooms to many, but every one of them displays ideas applicable to any house, no matter what its style or cost. Anyone interested in houses, be he architect, builder, or owner, will discover here an almost unlimited number of ways to increase the value of a house in all senses—practical, esthetic, and financial.

Many of these houses have won awards for excellence from the American Institute of Architects, *House and Garden*, and a number of other authoritative sponsors. All of them reflect the highest standards of design.

THE SECOND TREASURY OF CONTEMPORARY HOUSES is a beautiful book as well as a useful one. It contains over 400 illustrations, including many drawings that explain special structural features in clear detail. There are 8 pages in full color.

THE SECOND TREASURY OF CONTEMPORARY HOUSES—232 pages, 8¾ x 11½". \$7.75, selected by the editors of *Architectural Record*, over 400 photographs, drawings, and plans; hardbound.

Baynes Electric Supply Company Elected To NAED Membership

Baynes Electric Supply Company, 43 Manchester Street, Brockton 3, Mass., has been elected to membership in the National Association of Electrical Distributors.

Mr. Harold A. Baynes, Jr., is owner of the company.

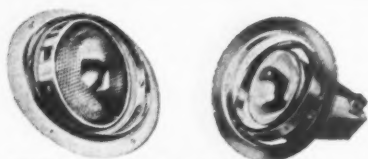
NAED, founded in 1908, is one of the oldest and largest hard goods trade groups in the country. It is the only national trade group serving the electrical wholesale distribution industry and the exclusive interests of the distributors of electrical goods. The association is composed of close to 1,100 full-functioning wholesale electrical distributors.

"The Family Room of Tomorrow"

The AMERICAN INSTITUTE OF DECORATORS in co-operation with the United States Government, through the National Office of Civil & Defense Mobilization, will present as a public service "The Family Room of Tomorrow" in the lobby of the Merchandise Mart, Chicago, in conjunction with the opening of the January International Home Furnishings Market. "The Family Room of Tomorrow" is an 8'6" x 12' family "fallout" shelter, designed for use as an extra room in the house for entertaining, for recreation, for guest accommodation and for protection against tornados, hurricanes and "fallout".

Adhering strictly to the National Office of Civil & Defense Mobilization's specifications, as to what is required in the building of a "fallout" shelter, Marc T. Nielson of Chicago, Past-National President and Fellow of the AMERICAN INSTITUTE OF DECORATORS, has designed and coordinated the interior for year-round use as a comfortable family room, and at the same time has incorporated all O.C.D.M. requirements for existence during a disaster period including a two-week supply of food and water, sanitary supplies and all basic shelter equipment.

Five other members of the AMERICAN INSTITUTE OF DECORATORS, located in various regions of the country, have designed alternate plans for shelter interiors in color rendering form. After its initial showing at the Merchandise Mart in Chicago from January 2nd through January 22nd, 1960, the A.I.D. "Family Room of Tomorrow" exhibit will tour the country.



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GIMBAL RING for R30, R40 and PAR 38 lamps.

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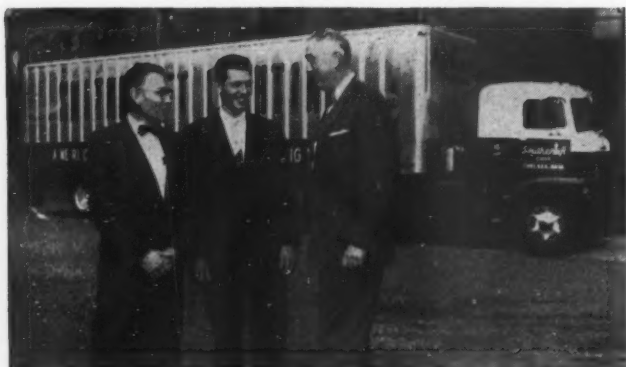
1. Trouble-free, long-life construction.
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Smithcraft Inaugurates Shuttle Service Between Plant Facilities



Smithcraft Lighting of Chelsea, Massachusetts, recently announced the start of a weekly trucking service between the main plant in Chelsea and Smithcraft's new assembly plant, located at 5475 North Northwest Highway, Chicago, Illinois. The trucking service will take components from Chelsea to Chicago for assembly and will return with components parts manufactured by Midwestern suppliers for assembly at the main Chelsea plant.

Shown beside Smithcraft's impressive overland trailer-truck are, left to right, Parke Hoyt, Manager of Manufacturing of Smithcraft Lighting; Thomas J. Kerrins, Manager of Smithcraft's Chicago Assembly Plant; and Louis E. Newman, President of Smithcraft Corporation.

Jersey Electric Distributors Association Election

Annual election held in December produced the following new officer for the 1960 term of office for the Jersey Electric Distributors Assn.

PRESIDENT—Henry Drug—Reliable Electric Supply
VICE PRESIDENT—Roy Knapp—Miller Knapp, Inc.
SECRETARY—Irving Slavin—Irving Electrical Supply Co.
TREASURER—Irving Hirsch—Somerville Electric

This live-wire organization should now make an even stronger bid for increased membership, since all newly elected officers are known as go-getters. For further information about the organization write to secretary Irving Slavin, either at Asbury Park or Newark.

**Promote Your Product
Promote Your Industry
Advertise in LIGHTING**

Travel On A Light Beam

by Rose Coakley

Interest in lighting is International! There is just as much enthusiasm among our Canadian neighbors for residential lighting as here in the States. The 85 people who attended the Combine I.E.S. Section and Residence Lighting Forum in Toronto proved that. The lively question period they gave me at the end of a long evening indicated real interest.

* * *

From Toronto I went to the Southwest. Phoenix grows bigger and better every year. Of course what makes it really so delightful are the thoughtful and friendly people one meets. Don Willis, Bill Downey, Walt "Earl" Perrin of Arizona Public Service Co. were old friends I had made 3 years ago when I was there. This time the list grew much longer. The "graduation" dinner of the first Academy of Lighting Arts Class in Phoenix was held December 2 at the Salt River Power Co-Op. offices. This was a joint venture of Salt River Power and Arizona Public Service.

* * *

The following evening I addressed another I.E.S. Section and Residence Lighting Forum in Phoenix. This too was a "full house" with lots of lively interest. It would seem that one good way to have full attendance at I.E.S. meetings is to devote more meetings to residential lighting.

* * *

On December 3 I addressed another I.E.S. group, this time sponsored by the Residence lighting Forum, but well attended by Section members also. Mary Wallace, Texas Power and Light Co., June Miley, Dallas Power and Light Co., and I had lunch the next day and talked shop as fast as we could.

* * *

Stopped at Graybar in Dallas and found a lot of aggressive planning for lighting sales being made by Mr. Posey. Some plans are already in successful operation. I was so enthused, that I wish I had more time to spend in Texas.

* * *

I also saw the beautiful Rogers Lighting Dallas show room. They have a wonderful two-story show window which is visible up and down the expressway.

* * *

I even managed a short visit with the new member of the Bob Oetting family—a beautiful Texas belle, age 2½ months. Bob is District Sales Manager of the G. E. Lamp Division in Dallas.

* * *

I take this opportunity to extend the very best wishes to all the fine men and women I have met and worked with during 1959. "May 1960 mean more Light in your life."

CHILO

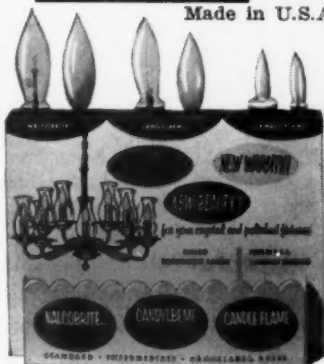
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Parts for the
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Nalco Decorative Bulbs

Here is a natural tie-in item that you can stock. Moves fast—increases profits. Sample order includes colorful new point-of-purchase display—FREE. Urges customers to stock up, keep spares handy—this sturdy, compact unit has been proved to build sales. **WRITE TODAY** for complete details and sample order.

NORTH AMERICAN ELECTRIC LAMP CO.

1536 No. 13th St., St. Louis 6, Mo. 250 Fulton St., New York, N. Y.

New Catalog Issued by Crystal Mart, 34 W. 27 St., N. Y. City

48 pages of breathtaking designs make this catalog exciting.

One historic period after another has been faithfully reproduced to add charm and elegance to the decor of any room setting. There are shown imported hand-cut crystal chandeliers, imported Bohemian crystal, imported Maria Theresa chandeliers, imported Bronze and crystal and the Florentine in wrought iron and many more exquisite items.

Crystal Mart also produces a complete line of lamps, candelabras, lustres and gift items.

Duray Midget Fixture Display

A 16" by 10" fluorescent fixture display for use as a sales aid to electrical wholesalers is now available from Duray Fluorescent Mfg. Co. of Chicago, Ill. This display, which can be either hung up or placed on a counter, features 3 completely wired midget fluorescent strips. These units, being a 4 watt, 6 watt, and 8 watt are only 1 1/4" wide and 1 1/8 inches deep and have unlimited methods of application.

This display can be purchased for the price of the fixtures only by writing to: Duray Fluorescent Manufacturing Co., 3318 W. Montrose Ave., Chicago 18, Ill.

Read Standard Representation

The Robert M. Langmack Company, Los Angeles manufacturers' representative, has been appointed to handle expansion to the West Coast of the aluminum lighting standards department of Read Standard, a division of Capitol Products Corp.

Aluminum lighting standards for every outdoor lighting need—in residential as well as business areas—will be warehoused in Los Angeles to provide prompt service throughout Southern California, Nevada and Arizona.

According to Robert M. Langmack, head of the company bearing his name, Read Standard plans partial fabrication on the West Coast within a year, and complete fabrication within two years.

Read Standard, of York, Pennsylvania, has been a prominent

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eastern manufacturer for more than a half century. The parent company, Capitol Products Corporation, of Mechanicsburg, Pennsylvania, is internationally known as an extruder and fabricator of aluminum building products.

The Langmack company will offer qualified sales engineering as well as sales representation. "We can prove that aluminum lighting standards are 30% cheaper to install, have no maintenance problems and provide a much higher safety factor," says Langmack.

The Robert M. Langmack Company is located at 635 So. Kenmore, at Wilshire, Los Angeles 5, Calif. Free specifications and brochures available on request.

Kaiser Appointments

Gillette N. Houck has been named assistant to the manager of the Electrical Conductor Division, Kaiser Aluminum & Chemical Corporation, it was announced today by J. T. Dugall, division manager. At the same time, Cecil R. Pickens becomes division technical manager.

Mr. Houck, formerly division manager of promotion and technical development, joined Kaiser Aluminum in 1947 and has held a variety of sales and management positions in Kansas City, Missouri, Chicago and Newark, Ohio. Prior to that he had gained more than ten years of sales and engineering experience with Firestone Tire and Rubber Company and Beech Aircraft Corporation.

Mr. Houck's promotion moves him from the company's aluminum wire and cable works at Newark, Ohio, to division headquarters in Oakland.

In his new position as division technical manager at Newark, Mr. Pickens will have responsibility for co-ordinating and directing the engineering and technical development programs, reporting to Mr. Houck.

Mr. Pickens joined Kaiser Aluminum in early 1957 when the firm acquired the Wire and Cable Department of United States Rubber Company. He had been with U. S. Rubber for eleven years, holding numerous sales and engineering positions in the Southeast. Prior to his latest promotion he served as a project engineer.

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Thomas Industrial Relations Director

Appointment of Charles W. Cassidy as director of industrial relations for Thomas Industries Inc., Louisville, Kentucky, was announced by Frederick Keller, president.

Cassidy, who is a former assistant personnel director for a Detroit manufacturing firm, will be responsible for company-wide programs for the training and development of personnel, he will coordinate all industrial relations programs on a corporate-wide basis, and will coordinate programs of group insurance, supervisory training, management development, employment and selection policies of all hourly and salaried personnel.

In 1940 he graduated from Boston University with a bachelor's degree. From 1940 to 1945 he served as a lieutenant in the U.S. Navy. He graduated in 1947 with a master's degree in business administration from the Wharton Graduate School of Finance and Commerce of Pennsylvania. Until 1950 he held the post of assistant professor of industrial relations at the College of Commerce and Finance at the University of Detroit.

Cassidy entered industry in 1950 as a training specialist for the Ford Motor Company in Dearborn, Michigan.

The following year he joined the American Metal Products Company, Detroit, the firm he now leaves for his present position.

Several Outstanding Salesmen

Ray Eisbrener, merchandise salesman for Emerson Electric Mfg. Co., was named "Salesman of the Year" during the company's national merchandise sales meeting held in St. Louis recently.

The seven-day meeting in which 97 Emerson Electric merchandise salesmen participated was the largest sales meeting in the 69-year history of the company.

According to Dick Loynd, merchandise sales manager, "The award is based upon a number of significant factors of which the most important are: (1) performance and ability to follow and carry out the company's over-all merchandise sales programs initiated for the year's operations, (2) development of accounts within the area, and (3) development of the company's broad product line."

Salesman of the year Eisbrener of the Sacramento, California area, honored for the second straight year as one of the company's top three merchandise salesmen, has been employed with the company since June 1957.

Also honored for outstanding sales performance during the past year were William Beckman of the St. Louis territory, Joseph Hutter of the Baltimore-Washington, D. C. territory and Thomas Brigham of Cleveland, Ohio. Jay Standiford of the New Orleans territory received a "Special Achievement" award and Ralph Maynard, regional manager in the southern merchandise sales region, received the "Region of the Year" award.

Emerson Electric merchandise sales consist of industrial and consumer fans; kitchen ventilating hoods and exhaust fans; a complete line of electric heat; installed and portable electric heaters; re-

cessed and surface mounted lighting fixtures; room air conditioners; dehumidifiers; and Rittenhouse chimes, intercoms and chime clocks sold through Emerson Electric.

N. J. MacDonald, 30th President of NEMA

N. J. MacDonald, president of The Thomas & Betts Company, became the 30th President of NEMA.

Mr. MacDonald was born on the Isle of Skye in Scotland. His parents, who were American citizens, returned with him to the United States during his early years.

He attended Columbia University.

He joined the Thomas & Betts Co. in May, 1921, as a salesman covering the New York State territory. Eight years later he became sales manager. Election to the company's board of directors came in 1935, and in 1940 he was named vice president in charge of sales. Four years later he was made general vice president.

Long active in NEMA affairs, Mr. MacDonald was Chairman of the Conduit Fittings Section, the Industrial Low Voltage Section, the Electrical Interdependence Committee, the Adequate Wiring Committee, the Executive Committee of the National Adequate Wiring Bureau, served as a member of the Committee on Electrical League Relations, and was Chairman of the Electrical League Interdependence Committee.

Mr. MacDonald was elected to the NEMA Board of Governors in 1954 and has served as a NEMA vice president since 1956.

He was elected chairman of the Industry Committee for the observance of National Electrical Week in 1959 and re-elected chairman for the 1960 observance.

Sales Promotion Manager at Day-Brite

Earl N. Picker has been named Sales Promotion Manager for Day-Brite Lighting, Inc., St. Louis.

Picker joined Day-Brite in 1945 as a Draftsman in the engineering department. He later transferred into the advertising department as an artist. When the growth of the company necessitated expansion of this department, he was named art director. In this capacity, he also designed and supervised the building of company trade show displays. At present, in addition to Sales Promotion he is acting Marketing Services Manager while this position is unfilled.

Simon O. Grinberg Dies

Simon O. Grinberg, better known as Jimmy, died on November 29th at the age of 66, after some years of heart trouble.

Up until the last, he was active in the business. He held a wide circle of friends, both from his many years here, and with Incandescent Supply in Pittsburgh. He was engaged in the lighting business for over 40 years. His last association was with "the Studio of Lighting", 708 N.E. First Avenue, Miami 32, Fla.

Westinghouse Extends Line of New Shape Eye Saving Light Bulbs

Westinghouse is now offering a full range of sizes in the New Shape Eye Saving White bulb.

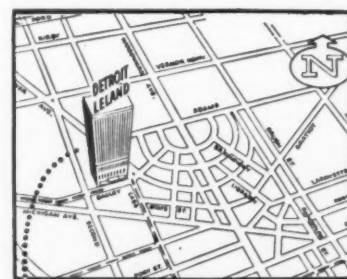
Originally, the company introduced the new cylindrical shaped bulb in the 100 watt and 60 watt sizes. Recently a 75 watt and a three-way bulb were added to the line. Now Westinghouse is completing the group with the addition of a 40 watt and a 150 watt bulb.

The new bulb marks the first change in the styling and design of standard light bulbs in more than a quarter of a century. The bulb is cylindrical in shape and has a dramatic, modern, appearance.

The new lamp has a special electrostatic silica coating on the interior surface. The pure white coating of the bulbs makes them more attractive than present frosted lamps, even when unlighted.

A new process, which Westinghouse engineers have devised, coats the interior of the bulb with millions of special glare-deflecting particles. These particles break up the usual spotlight glare from the filament. The result is soft, diffused light which is radiated evenly from the entire bulb surface instead of one blinding spot. With bounce-back glare practically eliminated, reading becomes more comfortable, less tiring to the eyes.

The Eye Saving bulbs smooth out harsh shadows and eliminate the customary sharp cut-off lines of light. For this reason, they are flattering to the complexion and to decorations.



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Duro-Test Corporation Names Heidt Sales Director

Christian Heidt has been named Director of Sales for Duo-Test Corporation, the nation's fourth largest manufacturer of incandescent and fluorescent lamps and electronic equipment.

Mr. Heidt joined the Duro-Test Corporation in 1952 as sales manager. In 1957, he was advanced to the position of general sales manager.

He holds membership in the Illuminating Engineering Society, Montclair Society of Engineers, Essex Hills Country Club and the Essex Skate Club.

Mr. Heidt is a graduate of Bordentown Military Institute and Lafayette College.

Ned Norworth Named Lightolier Sales Rep

Ned Norworth of Memphis, Tennessee, has been appointed sales representative for Lightolier Incorporated, Jersey City, N. J.

Formerly a representative for General Cable Company, Norworth will service all Lightolier accounts in Central Tennessee, Arkansas, Northern Mississippi, and part of Alabama. He will act as contact on portable lamps, residential and commercial fixtures, and call on department and furniture stores, electrical wholesalers, contractors and architects.

Executive Appointments, Red Comet

D. N. Shefler, President, Red Comet of Canada Limited, announces the appointment of Stanley M. Diamond as Ontario Division Manager (Toronto). Mr. Diamond was formerly Eastern Division Manager and has served in responsible Company positions since 1954. He is a McGill graduate and holds an MBA degree from the Harvard Business School. Red Comet is a national marketer of luminous ceilings, emergency lighting, church lighting and a variety of products related to the construction field through its Lighting, Industrial Product and Architectural Divisions.

Smithcraft Corporation Announces Two Executive Appointments

The appointment of Austin H. Leach as Superintendent-Manufacturing has been announced by Louis E. Newman, President of Smithcraft Corporations, Chelsea, Massachusetts. Leach, a native of Texas, graduated from the University of Texas in 1941, with a Mechanical Engineering degree. He was employed by the General Electric Company for ten years in various marketing and Employee Relations posts, with service in Lynn, Mass., Dallas, Texas, Fitchburg, Mass., York, Pa. and Schenectady, New York. Leach was formerly Manager of Manufacturing for the A. L. Smithcraft Iron Company and recently in charge of special projects for Smithcraft, including the establishing of a Chicago Assembly plant and a weekly trucking service between Chelsea and Chicago.

Edward H. Bernstein has been named Manager of Employee Relations for Smithcraft Corporation. Bernstein has been with Smithcraft for 25 years. He first started as an office boy, and progressed to the posts of salesman, factory foreman, head of the Order Service Department, head of Quotations Department and Superintendent-Manufacturing.

Westinghouse Names C. O. Young to Lamp Engineering Post

Carlyle O. Young has been appointed manager of Metallurgical engineering for the Westinghouse lamp division. The announcement was made by Dr. Rolland M. Zabel, division engineering manager.

In his new position, Mr. Young will be responsible for broad metallurgical problems involved in lamp manufacture, especially in the field of tungsten and Molybdenum which are vital components of incandescent lamps.

A graduate of State College, Mansfield, Pa., Mr. Young took post-graduate work in metallurgy at Penn State. He worked for three years for the Bethlehem Steel Company as a chemist following which he was employed by the Pennsylvania Ordnance Works as chief chemist and later by the U. S. Rubber Company as foreman of their production explosives lines. In 1945 he joined Sylvania in the chemical and

metallurgical division in Towanda, Pa., where he was employed as manager of metallurgical engineering.

GE Outdoor Lighting Department Appointment

Charles J. Meloun has been appointed Manager of Marketing for General Electric's Outdoor Lighting Department.

Mr. Meloun has been serving as Manager of Engineering for the Department for the past three years.

He began his career with General Electric in 1942 following graduation from Case Institute of Technology where he received a B.S. in Electrical Engineering. Initial assignments on the Company's Test Engineering Course took him to Erie, Pa., Lynn, Mass., and Schenectady, N. Y.

After completing the test course, Mr. Meloun was assigned successively to Service Engineering, Design Engineering, and Application-Engineering Sections where he received broad experience in many phases of the Company's business.

He was a Design Engineer on steel mill control equipment in the Industry Control Department and was later appointed Manager of the Equipment Sub-Section of the Industry Control Department.

Mr. Meloun has had five years experience with the Apparatus Sales Division as an Application Engineer for the Paper and Textile Industry and Manager of Industrial Machinery Engineering.

The new marketing manager is a member of the American Institute of Electrical Engineers, Illuminating Engineering Society, American Management Association, and is also a graduate of the Company's Advanced Management Course.

Don Christensen advanced at Dow Corning

Donald F. Christensen has been named Assistant Manager, Electrical Section, Product Engineering, according to T. A. Kauppi, Manager of the Dow Corning Product Engineering Laboratories.

Christensen, a University of Michigan electrical engineer, joined Dow Corning in 1951. He has been actively engaged in the developments that have given silicone materials a leading place in insulation in the electrical and electronic industries.

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MINNEAPOLIS REPRESENTATIVE WANTED FOR INCANDESCENT LIGHTING FIXTURE MANUFACTURER TO COVER MINNESOTA AND SURROUNDING TERRITORY. SUBMIT COMPLETE DETAILS. Jay Lighting Mfg. Co. Inc., 25 Quincy St., Brooklyn 38, N. Y.

MANUFACTURERS REPRESENTATIVE WANTED by a Leading Nationally known Indoor and Outdoor Lantern Manufacturer. Must be live wire with good following among wholesale jobbers. Excellent remuneration. State lines carried and complete resume. Box JA-326, LIGHTING, 114 East 32nd St., New York 16.

REGIONAL SALES MANAGER—Major eastern manufacturer of complete line of specification grade fluorescent equipment needs competent, aggressive management and sales personnel. Plenty of "room at top" for the right people. Become a part of our growth program. Send full details in confidence to Box JA-327, LIGHTING, 114 East 32nd St., New York 16.

CRYSTAL LINE WANTED

Mfg. Representative specializing in Residential Lighting Fixtures to the Electrical Wholesalers in Greater New York Area, wants a line of Crystal Chandeliers. Box JA-328, LIGHTING, 114 East 32nd St., New York 16.

SALESMAN—wants items, Mid-West territory calls lighting fixture and electrical accounts. Box JA-329, LIGHTING, 114 East 32nd St., New York 16.

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REPRESENTATIVE to cover New York State for manufacturer of luminous type ceilings. This is an unusual opportunity. Box JA-325, LIGHTING, 114 East 32nd St., New York 16.

INDEPENDENT ELECTRICAL DISTRIBUTOR in Ohio with sizable share of local lighting market, has opening for lighting sales manager. If you have experience in the lighting field, reply with personal resume to Box JA-330, LIGHTING, 114 East 32nd St., New York 16.

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Manufacturer of popular priced line of outdoor and indoor lanterns desires representative to cover Southern California. Submit complete details first letter. Box JA-331, LIGHTING, 114 East 32nd St., New York 16.

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SALESMAN WANTED to handle imported bronze and crystal chandelier line. Complete selection and competitively priced with largest firms of its type in the country. Most territories open, with exception of New York Metropolitan area, Philadelphia and Texas area. Reply stating present lines handled and past experience. Box JA-332, LIGHTING, 114 East 32nd St., New York 16.

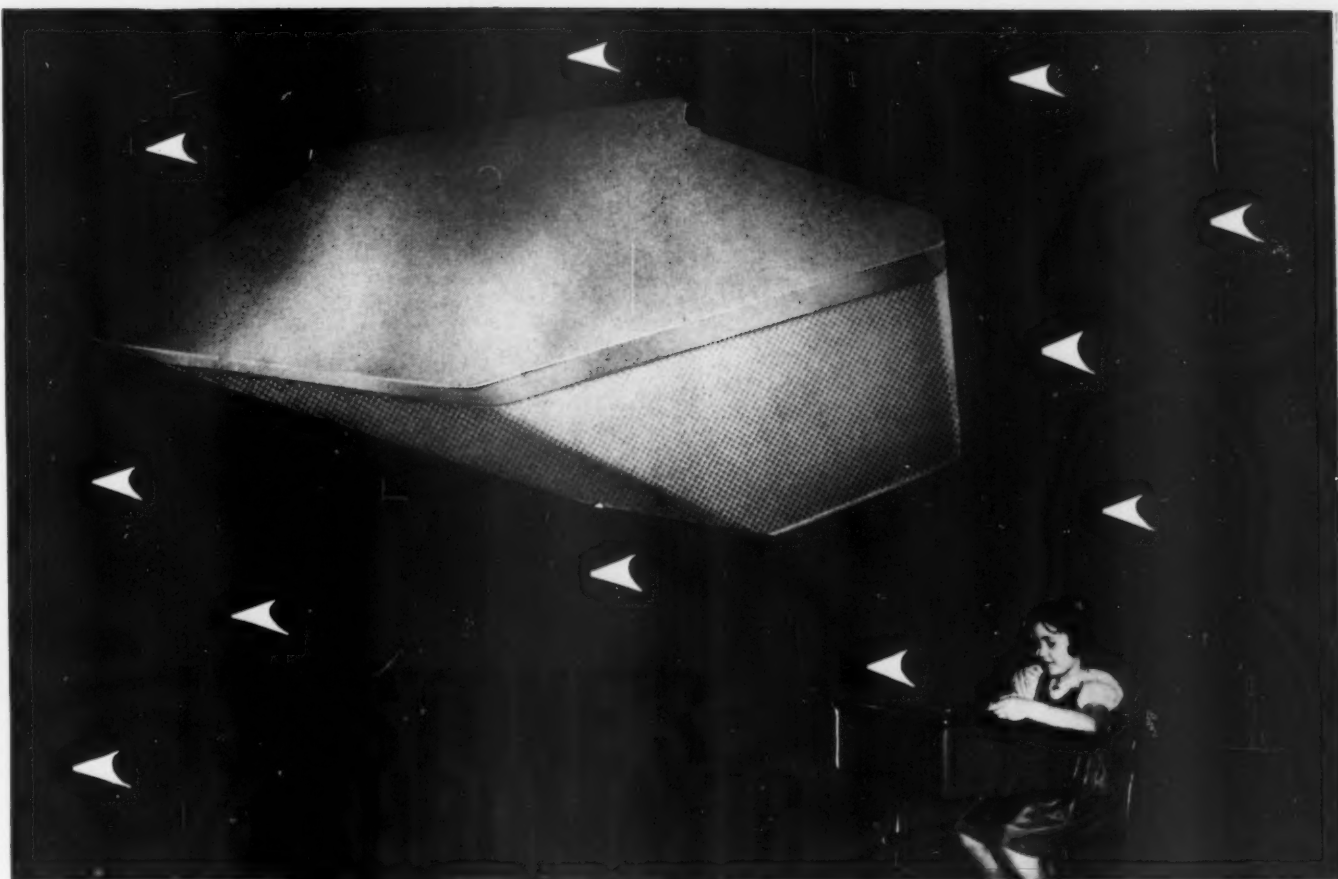
LOS ANGELES, large established manufacturer of fluorescent fixtures would like to obtain the services of a top inside man with executive ability. Must be thoroughly experienced in fluorescent and slimline. A-1 opportunity for right man. Write fully in complete confidence and give phone. Box JA-335, LIGHTING, 114 East 32nd St., New York 16.

REPRESENTATIVES TO COVER New York State, and New Jersey. Residential lighting fixtures, hi-hats, recess, pull-downs, lighting for all rooms of home. Also commercial. Box JA-336, LIGHTING, 114 East 32nd Street, New York 16.



SALES REPRESENTATION wanted by one of America's fastest growing manufacturers of lighting fixtures. Complete residential line, contemporary and traditional. Openings in Kentucky, Tennessee, Georgia and Alabama. Give complete information first letter. Box JA-337, LIGHTING, 114 East 32nd Street, New York 16.

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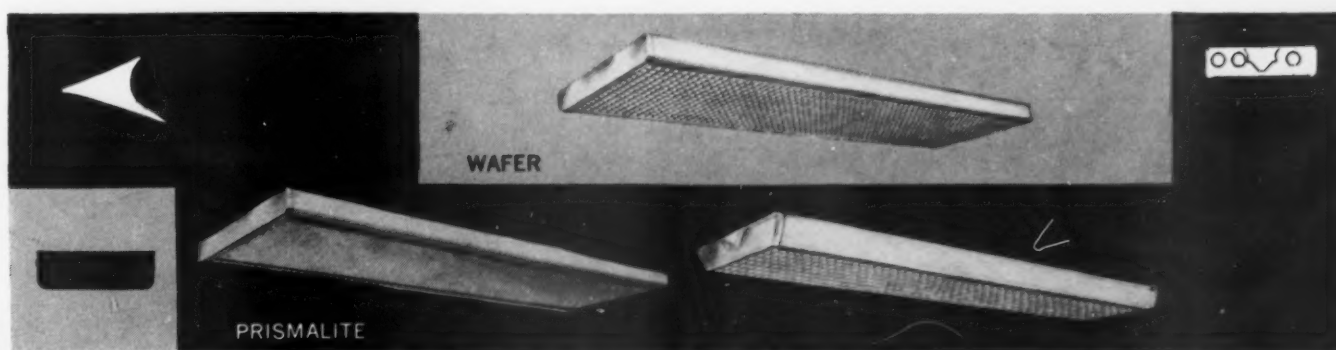
...FOR O.V.V.*

Keystone's Engineered Lighting Division recently announced a new series of fluorescent fixtures specially designed for schools, offices, stores, institutions and public buildings. Featured in this 4-foot and 8-foot series is the Achromatic, a 2  or  3 lamp quality luminaire which has become the industry's leader in a few short weeks.

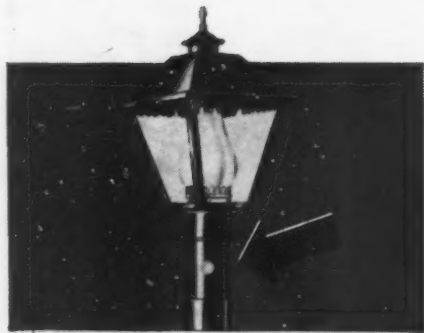
Since 1898, footcandle levels have doubled every 10 years. Due to a more scientific evaluation of required lighting levels, the new series developed by Keystone has resulted in luminaires that provide *Optimum Visual Value and 'see-ability.' The series offers a brand new concept in controlled refraction of light. This concept provides uniformity of brightness without harsh shadow reflection. Maximum illumination is delivered at peak efficiencies. In addition to the Achromatic, other fluorescent fixtures in the new series include the Wafer, Primalite and Envoy. Rapid start and slimline models are available for a number of versatile mounting arrangements. For additional information, send for Bulletin #F 859.

* optimum visual value

KEYSTONE ELECTRIC MFG. CO. / PHILADELPHIA 34, PA. SINCE 1932

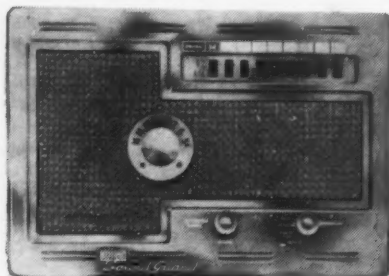


products of progress



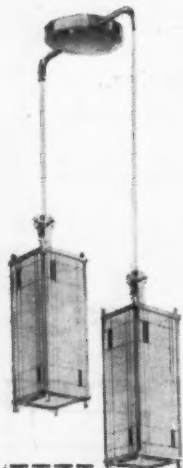
ACCESSORY WITH PHOTOELECTRIC CONTROL ACTIVATES POST LANTERN

The Progress Nite-Guard will fit any 3" post. A photoelectric cell automatically turns the post lantern on at dusk and off at dawn. An exclusive control allows adjustment of on-off light levels. Simple to install, Nite-Guard offers homeowners protection and safety.



NEW ECONOMY MODEL INTERCOM FOR BUDGET PRICED HOMES

The "Cadet," an AM standard system, is a new addition to the Progress line of Sound-Guard Intercoms. Now builders of economy homes can offer the luxury of a radio-intercom. Since the housing kit is the same for all 4 Sound-Guard systems, the buyer has the choice of deluxe models—such as AM-FM, clock-controlled AM, or AM deluxe radio intercoms.

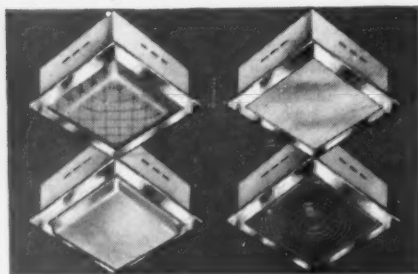


A NEW LINE OF ORIENT-INSPIRED LIGHTING

Illustrated is the No. 1300—one of the new Meridian Collection by Dayna Lighting, Inc., a Progress subsidiary. The Dayna Meridian Collection offers graceful, dramatic new forms that reflect the exotic influence of the Far East.

BUDGET RECESS SERIES FEATURES EFFICIENT LENSES, DIFFUSERS

Now at low, low prices . . . attractive fresnel lens, drop opal, satin frosted bent glass, or flat glass diffusers, in easy to install recessed fixtures. This Minute Mount Series represents outstanding value—never have comparable fixtures been offered at such low prices.



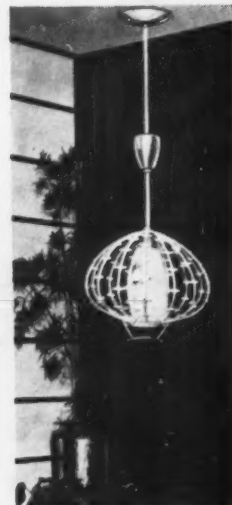
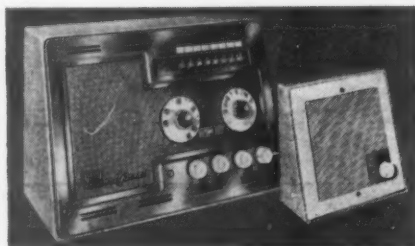
NITE GUARD POINT-OF-PURCHASE DISPLAY ATTRACTS ATTENTION

For even greater sales of Nite Guard, the automatic post lantern switch, an eye-catching, three color display is now available upon request. Designed for either floor or counter display—even when the lantern is already wired. Lively copy invites action from customers, prompts demonstrations.



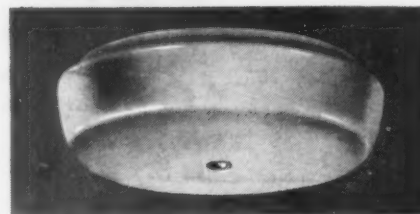
SOUND GUARD INTRODUCES CONVERTIBLE RADIO INTERCOM

Now Sound Guard has designed a convertible intercom that eliminates permanent installation costs and problems. These handsome leatherette finished units move anywhere. Housing fits deluxe or economy Sound Guard systems. Easily converted to built-ins when desired.



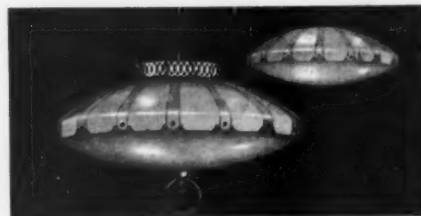
GALAXY SERIES CREATES NEW LIGHTING DRAMA

Galaxy silhouettes capture the sparkle of shimmering moonbeams. White with brass trim highlights every color scheme. Matching pull-down, pendant and ceiling fixtures—designed for specific areas and a variety of purposes—coordinate the home's lighting personality.



ASTRAL FLUORESCENT FIXTURES FOR BEAUTY, MORE EFFICIENT LIGHTING

Medium-impact styrene diffusers in luminous white make both circline and straight-line fluorescent lighting more effective than ever. Astral rimless fixtures provide the built-in look so attractive in low-ceilinged rooms. No exposed metal rims solve the matching fixture problem.



GOLDTONE OR COPPERTONE ACCENTS ENLIVEN VERSATILE MARDI GRAS

Matching Mardi Gras pull-down and ceiling fixtures—in white with goldtone or coppertone accents—create a gay and carefree spirit in living room, dining area . . . bring the glamour of carnival time to bedroom and kitchen. Wonderful in recreation room—where you want gaiety to prevail. White glass diffusers make light softly radiant.

PROGRESS MANUFACTURING CO., INC.

Philadelphia 34, Pa.

Please send me complete information on ☐ Intercom ☐ Budget Recess ☐ Nite Guard Display ☐ Nite-Guard ☐ Sound-Guard ☐ Dayna Meridian ☐ Galaxy ☐ Astral ☐ Mardi Gras

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Company _____

Address _____

For complete information on any or all of the products shown above, just fill-in and return the coupon. Colorful and descriptive new literature will be on its way to you at once.